

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

VOL. CXXV

FEBRUARY 3, 1934

NO. 5



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*unreservedly*  
*recommend*  
to you—

## A MODERN TRAGEDY

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THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

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You will remember that "Pageant" was one of the most notable publications of 1933. The world is watching for its successor and here it is, a truly magnificent story of the Yukon of a past decade, with its raw, vigorous, bustling existence, its surging pioneers, its tinkly-tink saloons, its snow haunted forests and mountains. In it you will find the following outstanding features:

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- (4)—The magic scene of the dwindling boom towns of the 'Twenties left by the gold rush, and the lonely trails set amid the marvelous mountains, lakes and streams.
- (5)—The gripping quality of the author's style, which holds the reader absorbed and leaves him with a glowing memory of great romance.



Publication February 16.

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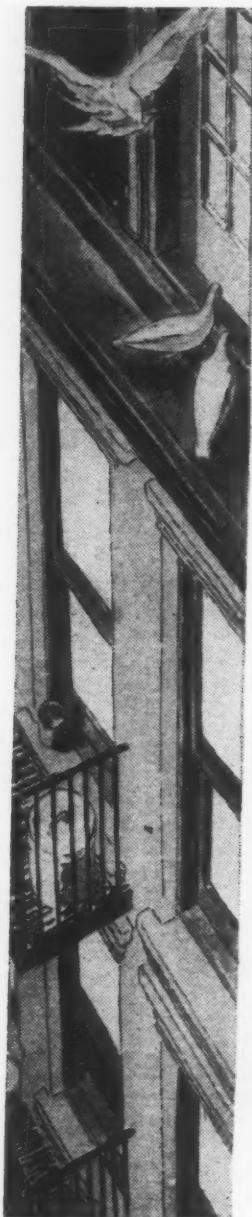
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the  
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of  
New York



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# **KATHLEEN NORRIS'** **MANHATTAN LOVE SONG**



# Roosevelt Proposes 60ct. Dollar; Asks Power to Nationalize Gold; Morgenthau Sees No New Money

**Stabilization Fund Not To Be Used to Meet Debts or Expenditures, May Buy Some U. S. Bonds**

**Secretary Defends Isolationist Tactics**

**Calls World Co-operation Impossible; Is Glad to Have 'as Many Blue Chips as the British'**

By Albert L. Warner

WASHINGTON, Jan. 15.—Disclosing that no issuance of new currency is in sight, Henry Morgenthau Jr., Secretary of the Treasury, hailed the immediate creation today of a \$2,000,000,000 gold and exchange control fund as a match for the British equalization fund and an imitation of British policy.

The monetary program launched by President Roosevelt, he declared, was "a move to take care of our own currency." Its purpose was to control the value of the American dollar irrespective of foreign currencies.

The Secretary agreed that the program was one of managed currency, but he would not acquiesce in a description of it as a commodity-dollar policy. For the time being, anyway, no commodity price index was attached to it, he pointed out. Asked by what name the policy should be known, he said, "Let's call it 'the Roosevelt program.'"

**No New Currency in Sight**

In an utterance of importance financial bearing Secretary Morgenthau also asserted that the government's expenditures and debt refunding would be financed in orthodox fashion by Treasury borrowings. Although the Treasury will have the necessary power under the monetary legislation introduced in Congress today, it has no present intention, he said, to use the profits of dollar devaluation, whether in the form of the \$2,000,000,000 equalization fund or in the unallocated balance, for the purpose of paying off government debt. The equalization fund, however, will be ready to aid the marketing of Treasury issues by buying government bonds when that seems desirable.

Mr. Morgenthau further declared that no new currency issue was in sight. Expenditures from the \$2,000,000,000 fund will involve issuance of non-circulating gold certificates to Federal Reserve banks which act as the government's agents, and ordinary Federal Reserve notes may then be available against checks to pay the government's creditors.

## What does it all mean?

To find out read

## RECOVERY AND COMMON SENSE

By Dr. O. M. W. Sprague

America's outstanding economic expert analyzes the steps necessary to return this country to a sound economic position.

## WHAT IS MONEY?

By Victor S. Clark

A simple explanation of money and its relation to prices and prosperity.

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HOUGHTON MIFFLIN CO.

**Monetary System With Managed Currency on Bullion Basis Sought in Message to Congress**

**Plans Stabilization Fund of 2 Billions**

**Price of Gold Advanced 39c to Put Revaluation in Effect Today; Bill Authorizes New System**

*Text of bill embodying Roosevelt's monetary program—Page 5*

By Theodore C. Wallen

WASHINGTON, Jan. 15.—President Roosevelt asked Congress today for authority to establish a new monetary system involving a managed dollar on a gold bullion basis.

Supplementing a special message declaring for a sound currency having a fairly constant purchasing power, the tentative draft of an Administration bill was sent to both houses to nationalize all American-owned gold, to restrict dollar devaluation between 50 and 60 cents and to put a \$2,000,000,000 stabilization fund at the disposal of the Treasury.

The stabilization fund, matching the \$1,000,000,000 British fund to support the pound sterling, would be financed out of the "gold profit" incident to dollar devaluation and the calling in of the gold from the Federal Reserve banks.

**Huge Gold Profits Seen**

At the existing statutory price of \$20.67 an ounce, the gold holdings of the Federal Reserve banks are valued at almost \$3,600,000,000. The Treasury owns \$400,000,000 in gold. On that basis the total profit of devaluation to a 60-cent dollar, the Treasury estimated, would be \$2,000,000,000. Devaluation to a 50-cent dollar, it was officially estimated, would mean a profit of \$4,000,000,000.

With Congress apparently inclined to grant the powers, the President declined to indicate when he would devalue. He emphasized his resistance to uncontrolled printing press inflation.

The program was designed to reassure business by narrowing dollar fluctuation to fixed limits, to inspire a further initial depreciation of the dollar, to stimulate commodity prices and at the same time to counteract the inflationist tide in Congress.

**Market Spurts On Strength of Gold Message**

**Best Day Since July Sends Stocks, Bonds, Commodities, U. S. Securities Up**

A stock market that had been dull and lifeless for two months came suddenly and emphatically to life yesterday as soon as the contents of President

**Monetary Plan Well Received By Congress**

**General Reaction Favorable, but Conservatives Show Distrust for Program**

From the Herald Tribune Bureau

WASHINGTON, Jan. 15.—President Roosevelt's message on impounding of Federal Reserve gold and revaluing

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It has true dignity and uncompromising honesty." Specially recommended by American Library Association for all small libraries. *Octavo, 463 pages three-tone jacket.*

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Our salesmen started out to sell our new Spring books on Monday, January 15th. Their sales record for the first week is ready—it is most encouraging.

- 84% AHEAD in Pittsburgh
- 36% AHEAD in New Haven
- 21% AHEAD in Boston
- 54% AHEAD in Baltimore
- 24% AHEAD in Washington
- 78% AHEAD in Springfield
- 14½% AHEAD in Chicago
- 143% AHEAD in Cleveland

● **NOTE:** These are actual increases over the fall orders obtained by our men in these same cities and our spring sales generally run 20 to 40% *below* not *ahead* of fall orders.

Either business is *very* good or else the trade agrees with us that we have an unusually strong spring list. Our guess is that business is better but we attribute a large part of this increase in sales to the books themselves and to your cooperation.

If you haven't talked to our salesmen or seen our spring catalogue, write for this catalogue today.

■ And for our February leaders ■ TURN THE PAGE ■

## DUTTON

P. S. We announced our January leaders in PUBLISHERS' WEEKLY of December 23rd—it should be worth checking this list for reorders.



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by Margot Asquith, Countess of Oxford and Asquith

Another scintillating performance by one of the most popular modern writers of memoirs. An intimate "Cavalcade" of the author's generation of famous politicians and society folk who dominated English life for two generations. As the *London Times* says, "However reckless this book may be it has this great merit: its candor is flawless."

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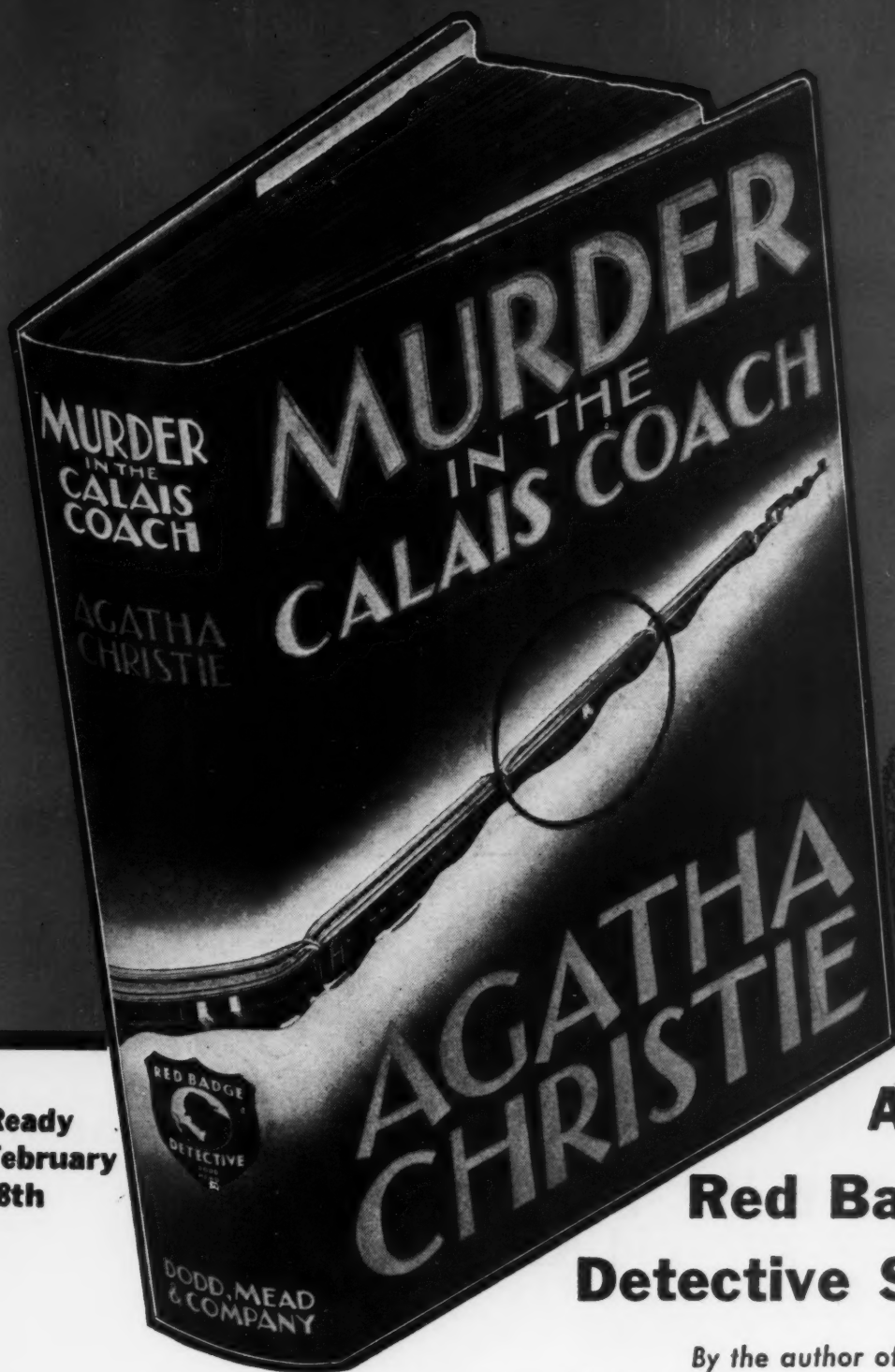
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[OVER]



# SEARS

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IT'S  
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My travelers may not be able to show you the book before publication. I urge you to wire (collect) your advance order immediately.

*Anna Hanson*

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# JUST PLAIN FACTS . . .

**author:** ELIZABETH CORBETT

**title:** THE HOUSE  
ACROSS THE RIVER

**publication:** March 7

**price:** \$2.00

**previous books:** The Young Mrs. Meigs  
After Five O'clock  
A Nice Long Evening

**sales record:** *The Young Mrs. Meigs* reached 6,000 in the fall of 1931 and sold 13,000 more the following year. It is still a live title. *After Five O'clock* sold 12,500. *A Nice Long Evening*, a sequel to *The Young Mrs. Meigs*, is passing the record of its predecessor. And this new book is good enough to go further still.

**this book:** *The House Across the River* tells the story of a young Chicago architect and his French wife, whose lives were complicated by a ghost which arose from her past to harass her. Primarily, it is a pleasant narrative, about pleasant people. The scene is a Chicago suburb.

**best market:** Lending libraries, particularly in suburban towns. Corbett fans—but do not recommend it as another Mrs. Meigs story. It is entertaining reading about young people, with a sustained element of mystery running through the plot.

**our promotion:** Elizabeth Corbett's circle has been steadily widening, and as her publishers we intend to make it larger with each successive novel. The initial advertising appropriation on this book is \$1000.00, which will be increased as sales expand. You can count on widespread reviews throughout the country.

**display:** A two-color window card, 11" x 17", announcing Elizabeth Corbett's new novel, will repay in sales the space you give it.

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## DOROTHY L. SAYERS

*writes a new Lord Peter Wimsey story  
that is a really fine novel . . .*

# The Nine Tailors

An unknown corpse is found in the churchyard. The great voice of "Tailor Paul" rolls out the nine "tailors"—*the nine teller-strokes that ring out the death of a man.*

+ + + +

What an atmosphere for a mystery story! The strange, flat country of East Anglia, forever menaced by the sea. The ancient church and bells of the little village of Fenchurch St. Paul. The story is steeped in beauty and mystery, is so full of tragedy, comedy, human interest and real people that, even more than "Murder Must Advertise," it happens to be a first-rate novel of character and scene, *as well as one of the best detective yarns you'll see this Spring. Out February 22, \$2.00*

**HARCOURT, BRACE AND COMPANY**

**383 MADISON AVENUE • NEW YORK**

# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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FEBRUARY 3, 1934

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## Waste in Publicity Material

*How Many of the Posters, Circulars, Post Cards and Other Publicity Pieces a Publisher Sends Out Are Used by the Bookseller?*

ELINOR WHITNEY

*Bookshop for Boys and Girls, Boston*

OTHER BOOKSELLERS BESIDES OURSELVES must be troubled by the waste which is involved in the publicity material which comes blowing in every day from every quarter on hearty gusts of publishers' enthusiasms. It comes in the form of post-card, booklet, marker, banner, wrapper, reprint, biography, catalog, photograph, bookband and many other devices of publicity campaigning. The space for storing even temporarily bulky packages of publicity is limited; the ways of using it are more limited; and the wish to use the greater part of it is most limited of all. Probably three quarters of the material we receive adds weight to the waste paper bundles for which the junkman pays a few cents a hundred-weight, and that is all the return it brings.

Publishers must believe that it is necessary for the good of their books to have this kind of material prepared, but do they know what happens to it when it has left their hands, and is there any bookseller anywhere who can produce proof that the use of it has increased his sales?

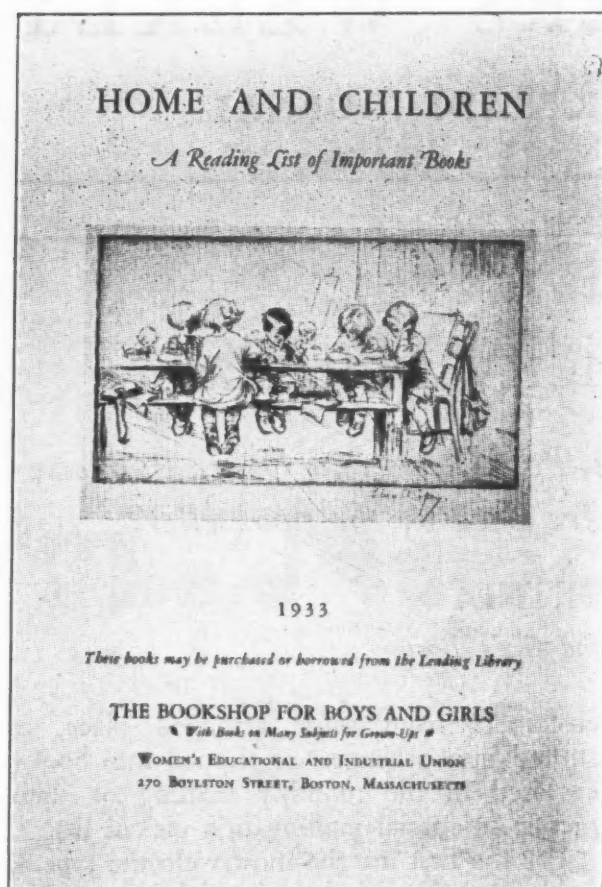
It has been apparent during the last two years that more thought has gone into the distribution of publicity on the part of publishers. Where formerly a large package would appear entirely unheralded, now most publishers ask in advance if such and such a display can be used and how many imprinted cards of this or that we should like, but even with such planning it is hard to use the material effectively.

What are the channels of distribution? Through the shop, either to be picked up by

customers from some arranged place, or stuffed into packages, or slipped into books; enclosed in the monthly mailing of statements; in special mailing to a picked list.

For the first use the most welcome type of publicity is the nicely printed bibliographies of special subjects and biographical leaflets. These may be placed by the appropriate sections and they are picked up by people who are definitely interested in the books represented there. However it is impossible to distribute large quantities in this way and as every bookseller knows piles of such things soon get untidy and are not desirable. The type of publicity that can be slipped into books purchased or borrowed must necessarily be of the kind that will serve as a bookmark and not stretch the binding of the book. With the mailing out of bills we usually have space for one piece of publicity beyond our own monthly bulletin. This again must be small, light weight, and something that does not require folding. A well-printed attractive post-card brings the best results. For a special mailing of its own the material has to be the prospectus of an important book or a carefully prepared list on a special subject. We have mailed garden lists to garden club members and lists of books on economics to such customers as we definitely know to be readers of such books and so on, but we have yet to see the day when any exciting return comes from this kind of special effort. However we are always ready to try it out.

When it comes to the usual book poster, it is thrown out on sight. Nothing can give



*A useful piece of promotion material is this list of important books about the care of children which was prepared for the Bookshop for Boys and Girls by the Education Section of the Bookshop's Advisory Committee. Thirty-eight books on the child and the home were listed, with descriptive comments*

a bookshop a more commonplace touch than one of these cheaply printed noisy placards that follow the technique of street-car advertising. Occasionally an attractive well-planned poster does come in and this we can always use in window or shop display. This year for Children's Book Week we were able to collect display material that was interesting and worthwhile and varied. From the Viking Press we had a stage setting of a scene from "Tabitha Mary." The scene was the

landing of the merino sheep with the Spanish shepherd. This was hand-painted, substantial and attractive. From Longmans, Green we had a poster for "The Loyal Foe" depicting a castle with its walls and drawbridge so constructed that they stood out from the background and gave a true idea of the construction of a mediaeval castle. From Stokes we had a series of posters showing the whole process of bookmaking from the author's MS. to the finished book. From other publishing houses we had posters made with original illustrations, illustrations struck off on cardboard with supports, and various objects and character dolls which pointed up a display of particular books. If these displays are well constructed they can be routed from bookshop to bookshop and surely they can be made to pay for the expense of making them.

These then are the ways material can be used and the type of material most easily used, but what can one do with oversize, bulky items or with such quantities as publishers like to supply? Many booksellers refuse to distribute material that does not bear the store's imprint, and publishers do not wish to imprint unless several hundred at least can be distributed. Consequently it is necessary to prepare many things which can only be distributed in small quantities with the bookshop colophon or by enclosing an order blank.

If there really is value in this material there should be some definite plans made for its steady use. The *Publishers' Weekly* publishes four or five times a year an extensive descriptive list of posters and other publicity material available. If booksellers would look this over, plan for the use of certain things and apply for them directly, then publishers could be sure their efforts were not being wasted and booksellers would not be stumbling over packages of unwanted stuff, but could make effective use of such things as would push books they definitely wanted to push.

*One of the most outstanding pieces of publicity material for juvenile books has been The Horn Book published at a subscription price of \$2.50 by the Bookshop for Boys and Girls. This little magazine has made a friend of people all over the country who are interested in children's books.*



# German Publishing Under the Nazis

*A First-Hand Report of the Situation in Germany*

EMIL LENGYEL

*Author of "Hitler" and "The New Deal in Europe," to be published this spring*

DURING THE PAST YEAR German book publishing has been brought into line with the National Socialist ideals. It is no longer a competitive business in which authors, publishers and the public are engaged in creating, publishing and stimulating the best literary products. It has become not only thoroughly coordinated but almost servile. The criterion of literary greatness is not inventiveness and genius, but loyalty to the ruling regime and the right kind of political thinking. The principle of leadership, the "Fuehrerprinzip," has become also the principle of book publishing. Adolf Hitler is not only the Leader of the Germans but also the best-selling German author,—his autobiographical book, "Mein Kampf," having sold more than a million copies up to the end of last year. Hitler's book occupies the place of honor in the display windows of bookshops and in the libraries.

Next in importance come the books dealing with the life and achievements of the Leader. Since criticism is "verboten" and Adolf Hitler is supposed to have the wisdom of Jupiter, the beauty of Adonis, the eloquence of Demosthenes and the strength of Siegfried, these books are psalms in honor of the most superior Superman. Most popular among these books at the present moment is the volume of the head of the Nazi Press Bureau, Dr. Otto Dietrich, who has accompanied the Leader on most of his campaign travels and has seen him in action at a close range. His book, "With Hitler to Power" is compulsory reading for all right-minded Nazis.

Some of the best-known leaders of the Third Reich are statesmen by day and authors at night. The Minister of Propaganda and Enlightenment, Dr. Joseph Goebbels, has written a fairly interesting account of how he captured Berlin for the Nazi cause from the Socialists and Bolsheviks. His collected speeches are also available. The Nazi Minister of Agriculture, Walter Darré, has

written a much-quoted book about the "New Nobility of Blood and Soil." The head of the Nazi "Foreign Office," and editor of the leading party newspaper, *Voelkischer Beobachter*, Dr. Alfred Rosenberg, is one of the most diligent National Socialist authors. His best-known book is "The Myth of the Twentieth Century." His specialty is hatred of the Jews and love of everything German. Dr. Rosenberg was born and raised in Russia and became a German citizen only some ten years ago.

The type of books being published has undergone a radical change in the last twelve months. Literary self-sufficiency is the keynote, which works in two directions. First, it is the patriotic duty of publishers not to bring out many translations from foreign languages, and it is the patriotic duty of the readers not to read foreign authors, unless they are specially approved by the ruling regime. While there is no official censorship as to what might and what might not be published, the "Bureau for German Literature" prepares a so-called white list of books that are recommended to schools, libraries, political organizations and loyal members of the party. Those not on the white list have a lost cause, as the majority of the booksellers seem to consider it their patriotic duty to follow the official recommendations. And there are other intimations of what may and may not be sold. An official declaration of sympathy with Nazi aims was required of the old house of F. Lehmann.

War has come back again as the source of inspiration. There is a great difference, however, between the poignant descriptions of war in the books of such men as Remarque and Ludwig Renn, and the kind of war literature being published now. The new war literature is a glorification of the heroism of the German soldier and of the beauties of trench life, where man's character was being formed and humanity reached its highest perfection. Many books also deal

with the Napoleonic Wars and with the national awakening in its wake. Frederick the Great is the subject of many biographies, and not a few of them show him as a precursor of Adolf Hitler. Leadership plays an important rôle as the subject of the new Nazi literature, and a poorly-written book about Cromwell is enjoying great popularity in the Reich.

The countryside is being played up against the city in the new Nazi literature. There are many books describing life in various regions of the Reich. One sees rows of books about the German soldier, the German mother, the German peasant. The word "German" seems to be the most important feature of these books.

On the whole, fiction is being crowded out by what the Germans call "Zeitbuecher," political books of timely interest. All aspects of the Nazi revolution are amply treated, and no end of volumes have appeared on the decline and fall of Marxism. An important trait of most of these books is their bombastic pathos and the aridity of their contents. They are deserts of words with pathetically few oases of thought.

Many of the novels now published are propaganda books in disguise. "Das Klingende Herz," by Rudolf Zilkens, bears the sub-title a "German Novel." It falls into the category of what in freer times the Germans called "patriotic kitsch," nationalistic nonsense. The following is one of the author's greatest discoveries: "A painting is not made with paint but with the heart-blood of the artist."

Early last autumn the new book of Oswald Spengler, "Jahre der Entscheidung," was on display everywhere. The reputation of the world-famous author of the "Decline of the Occident" is so great in the Reich that his book did not fall under the Nazi ban, although it is highly critical of the Hitler Third Reich. Although Spengler was one of the drummers of nationalistic Germany, he had a wretched press.

One would look in vain for the great names of modern German literature in the display windows of Berlin shops. An exception was Thomas Mann's recent book, "Die Geschichten Jaakobs," which the S. Fischer Verlag had the courage to publish and which the Nazi reviewers promptly executed. What has happened to the works of the other

great German authors? Have their books actually been burned and destroyed?

"The burning of the book was only a symbolical act," I was told by the owner of a large bookshop in Berlin. "We are selling their works as long as our supplies last. When they give out, we won't replace them and publishers won't reprint them."

"Are you under orders from the government to do so or don't you dare to sell them because of the police and the Hitler army?" I asked.

"No, that is not the point," he answered. "We want to help the government in its fight for a totalitarian nationalist State."

Although this bookseller was a highly educated man, it had not occurred to him to inquire into the reasons of the government for banning the works of world-famous German authors. A hint from the authorities was enough for him to cast out of his heart the writers who had at one time been his favorites.

The vast majority of the new German authors, whose books are on sale in the shops, are unknown to the public. The only conspicuous exception was Hanns Heinz Ewers, who had established a world reputation with second-rate thrillers. After having bungled a Nazi film about their hero, Horst Wessel, he, too, has now fallen into disgrace.

The only writer of some stature among the Nazis is Hans Grimm, author of "Volk ohne Raum," a fairly well-written piece of nationalist propaganda. The other Nazi authors have contributed so far only cheap patriotism and tedious dissertations on the German soul. The literary columns of the press extol them to the high heavens in an effort to sell them to the public. All goes well until they begin to quote from their literary heroes, since these quotations nearly always belie the high encomiums. Some members of the "new guard" of the National Socialist authors were unsuccessful competitors for literary honors under the Second Empire and the republic.

Parallel with the revolutionary upheaval in German literature has gone the "Gleichschaltung," co-ordination, of the publishing business. Some of the firms, such as the Malik Verlag, were forced out of business, others, such as the powerful Ullstein Verlag, had to sell some of its shares to Aryans, and still others, such as the largest publishing house, the S. Fischer Verlag, has retained its

## Warum muß es ein Amerikaner oder Engländer sein?

Auch wir haben spannende Bücher. Keine Übersetzungen englischer und amerikanischer Asphaltliteratur, keine schwülen Perverstitäten- und Ehebruchromane, keine irrsinnigen nerventügelnden Reißer, nein, gute deutsche Hausmannskost, wie sie das Volk haben will!

Darum hat unsere neue Serie „Der gute Manzroman“ mit einem Schlag so kräftig eingesetzt. In wenigen Wochen ist ein großer Teil der Auflage hinausgegangen. Auch Ihre Weihnachtskunden kaufen den „guten Manzroman“. Er ist billig, spannend u. aufbauend. Bisher erschienen:

Frank: Das hohe Spiel / Wieser: Im Schatten des singenden Berges  
Klingenstein: Bogohl / Anton: Gift aus Amerika

Jeder Band kostet nur RM 1.25



Verlagsanstalt vorm. G. J. Manz, Regensburg

*We hope this advertisement from the Boersenblatt f. d. Deutschen Buchhandel, which has amused us recently is not typical of the level of intellectual appeal exercised by the German booktrade. The first paragraph reads: "Why Must It Be American or English? We also have exciting books. No translations of English and American night-life literature, no sultry sexual perversities and novels of adultery, no mad, nerve-irritating thrillers. No, we have what the people want, good German home-cooking!"*

ownership. It is no secret that the Nazis are after the scalp of Herr Fischer, who is a Jew, and that he and his confreres will sooner or later be starved out of existence by unofficial boycotts.

Book publishing in the Nazi Third Reich is considered an important public function, a vital part of the propaganda machine. It was in line with this view that a large number of publishing houses has come into existence, whose reliability from a Nazi point of view is beyond doubt. The oldest of these publishers, J. F. Lehmann, anticipated Hitler by the publication of "racial" literature before the racial bias of Germany's Drummer had been known to all but a handful of people. Herr Lehmann has also published a series of so-called "unconquered" books, in which it was proved to his own satisfaction that Germany had not lost the World War.

The Brunnen Verlag, had much trouble with the Berlin police during the late republican regime because its publications were inciting to revolt against the then existing or-

der. Another Nazi publisher, Gustav Pezold, has been in business only for the last three years, and before that he was a marine officer and political agitator. The Stallung Verlag in Odenburg has deserved well of the Hitler regime because it has sharpened youth's appetite for war by publishing a series of books about the heroic deeds of the German regiments. The Volksverlag of Munich is proud of the fact that it has published about a hundred books and pamphlets on the Jewish menace. Its founder, Dr. Ernst Boepple, seems to be particularly well qualified for the publishing business, because his cheeks are slashed—a sign of his heroic disposition. There is the Eher Verlag, which is the central publishing concern of the National Socialist Party, publishers of Hitler's book and of many other Nazi captains. Its head, Max Amann, is a rough-looking individual, nearly always in the uniform of the crack Hitlerite troops, the S.S., in which he occupies a high position.

A word is due to the reading public, which



is changing gradually, as the months of Hitler rule pass by. Berlin bookshops agree that their best customers before January 30, 1933—when the Nazis came to power—were Jews, whose clientele they are now losing. More than ten per cent of the Jewish population have left the country under the Hitler regime, and many of those who have remained behind have been deprived of their livelihood, so that they cannot buy books any more and even if they could, they would not have the peace of mind to read them. Besides, their interest in the new crop of books is only limited, and the books they would like to read are not being published in Germany.

In Berlin I was told that the new class of readers were the "simple people" who did not read books before and who want to know something more about the new era. They are mostly interested in Nazi propaganda,

published in pamphlets, which cost only a few pfennigs. On the whole, German bookshops have no reason to be content with the prospects of their business.

While some of the best German literature is on the index of forbidden books, new publishing houses are being opened in Amsterdam, Paris and Prague for the books of German exiles. There are about fourteen million German speaking people in the neighboring States of the Reich and it is expected that they will furnish them with a reading public. Many of the exiles are internationally known authors, whose books will, no doubt, be translated into foreign languages. Some of the foreign publishers have already brought out international best sellers, such as the new books of Lion Feuchtwanger and Heinrich Mann. German literature, it seems, will be in the anomalous position of being fostered beyond the boundaries of the Reich.

## Customers' Choice

WHETHER IT IS JUST A CLEARING or really the edge of the jungle remains to be seen, but booksellers are blinking in the bright sunlight of increased sales, sales which have held up remarkably well since the Christmas holidays. The high spots, "Work of Art," "Ulysses," "Men Against the Sea" are partly responsible, but there is a generally increased demand for books of all kinds and a much greater percentage of cash sales than there has been recently. Our authority for spreading this cheer comes partly from a brief tour of New York City shops and partly from the comments of out-of-town booksellers who have written in to us.



At the Beacon Book Shop, Karl Placht told us that sales had held up remarkably well. "If the publishers continue to put out small carefully-selected lists," Mr Placht said, "and the public remains in a receptive mood, business should continue to improve." Mr. Placht feels that there are still too many books being published. At his shop the books which have sold best during January have been "Brazilian Adventure" by Peter Fleming (Scribner), "Tia Barbarita" by Barbara Peart (Houghton Mifflin), "The First Billion" by John K. Winkler (Vanguard), "Sea Level," by Anne Parrish (Harper), "The Mother" by

Pearl Buck (John Day), "Men Against the Sea" by Nordhoff and Hall (Little, Brown), "L'Affaire Jones" by Hillel Bernstein (Stokes), "Nest of Simple Folk" by Seán O'Faoláin (Viking) and "Cat's Paw" by Clarence Budington Kelland (Harper), together with a satisfactory daily quota of books on wines and cocktails.



In the Beacon window was a large selection of books on health and the care of the body, with which Mr. Placht said he had had considerable success. Some of the books in the display were five of the *Appleton Popular Health Series*, "Your Heart and How to Take Care of It," "Blood Pressure," "Your Nerves and Their Control," "Indigestion" and "Your Eyes and Their Care" along with "Our Common Enemy, Colds" (McBride), "The Culture of the Abdomen" (Doubleday), "Contagious Diseases" (Knopf), "Diet in Sinus Infections and Colds" (Macmillan), "Your Long-Suffering Stomach" (McBride) and "What Shall I Eat?" (Macmillan).



Down in the financial section the rapid changes in the money situation have kept the stock market boys busy buying books to keep up with the times. The Hidden Book Shop












*Above: The Children's Book Department of the Higbee Company was given a very attractive setting during the holiday season*

*Below: A timely window of children's books, featuring various editions of Lewis Carroll's works, tied in with the "Alice in Wonderland" movie, was arranged by Louis Englehart of Brentano's, New York*





## A MODERN TRAGEDY

by Phyllis Bentley,  author of "Inheritance" is a tense human drama of the interplay of individual character and deep  world forces in a modern industrial town. She portrays an  angry mob of hunger marchers, the gripping romance of Elaine  Crosland and Walter Haigh, the mysterious love of Walter's sister Rosamond,  for the man,  Leonard Tasker, who, she knows, is drawing all to disaster. The story culminates in a court scene  which will leave you gasping! Woven into the main plot  are village incidents and veracious homely sketches of  English millhands which makes the book unforgettable.

**FOR SALE HERE** A MACMILLAN NOVEL \$2.50

*This unusual poster is one of a number of printed cards prepared by Macmillan for display with the new Phyllis Bentley novel, published this week*

tells us that right now books on silver are most in demand, along with "Kemmerer on Money" and a paper-bound English book called "The Coming Collapse of Gold," obtainable through the International News. "Ulysses" has started out well at this shop, which is having a better January than it had a year ago, with a considerably greater proportion of cash sales.

❖ ❖

Around the corner on Nassau Street, the Doubleday, Doran Book Shop is having equal success with the money books. Besides "Kemmerer on Money" and "The Coming Collapse of Gold," "The Economics of Recovery" by L. P. Ayres (Macmillan) is having a good sale, Wendell Casey told us. Two Doubleday novels, "Work of Art" and "Rabble in Arms" are leading fiction sales.

The Doubleday, Doran Bookshop in Grand Central Station also reports a fine January. "Ulysses" and "Work of Art" have started out well, and sustained sales are being shown by "Fun in Bed" and "More Fun in Bed," "Men Against the Sea," "Rabble in Arms," "The Thin Man" and "Skin and Bones." One of the best of the Van Duym windows was partly responsible for the immediate sale of "Work of Art."

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At the Channel Book Shop Harriet Anderson told us that it was quite easy to sell "Mutiny on the Bounty" and "Men Against the Sea" together. Other active titles here are "A Nest of Simple Folk," "Work of Art," "The Thin Man," "Brazilian Adventure," and "Tia Barbarita."

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We gathered from our talks with various bookshop managers that stores were running from 15% to 20% ahead of last year in their figures so far, in a great many cases. We're keeping our fingers crossed and hoping for the best.

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William E. Harris, our Boston correspondent, reports that business in the Boston bookstores is on the upgrade. By a coincidence, on the very day Mr. Harris was gathering his material Edward A. Filene, chairman of the Massachusetts State Recovery Board, announced that retail sales of 605 retailers in 78 cities and towns of the state for the first 15 days in January were 21.1% above the corresponding period last year. The large downtown bookstores, Mr. Harris reports, expressed greater confidence than the smaller specialty stores, but the general feeling is that sales are running 10% above 1933. Particular encouragement is found among religious and art bookstores.

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Richard F. Fuller of the Old Corner Book Store said: "On a two weeks' business trip through the West, I found conditions good. They are better here. We struck bottom a year ago. Our sales are about 10% ahead of 1933, and I think we ought to reach 20% in the first six months of 1934." Mr. Fuller, of course, is strongly in favor of the establishment of the Booksellers' Code. "The Code would reduce price cutting, and we would feel the result," he added.



At DeWolfe and Fiske, the Archway Book Store, James A. DeWolfe believes that sales for the first quarter of 1934 will be about on a par with the same period in 1933. Customers he has not seen for some time, however, are returning, and reflect a desire to get their money's worth by asking for the "better grade fiction and non-fiction." The booktrade, Mr. DeWolfe feels, is a luxury business and therefore follows the retail trends, but lags behind.

❖ ❖

At the Pilgrim Press Bookshop, A. L. MacKenzie declared that "sales are 10% better for the first three weeks in January." Progress in the religious field, he said, is inevitably slower than in the general book business. "Money ordinarily coming to us," he added, "is still devoted to welfare funds. A decrease in the latter is gradually swelling our volume."

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At Goodspeed's, Boston's famous rare book store, the younger Mr. Goodspeed told our correspondent that the business, always slower than the general trade, was 10% ahead of last year and 25% ahead of December. This fact is especially significant as Goodspeed's

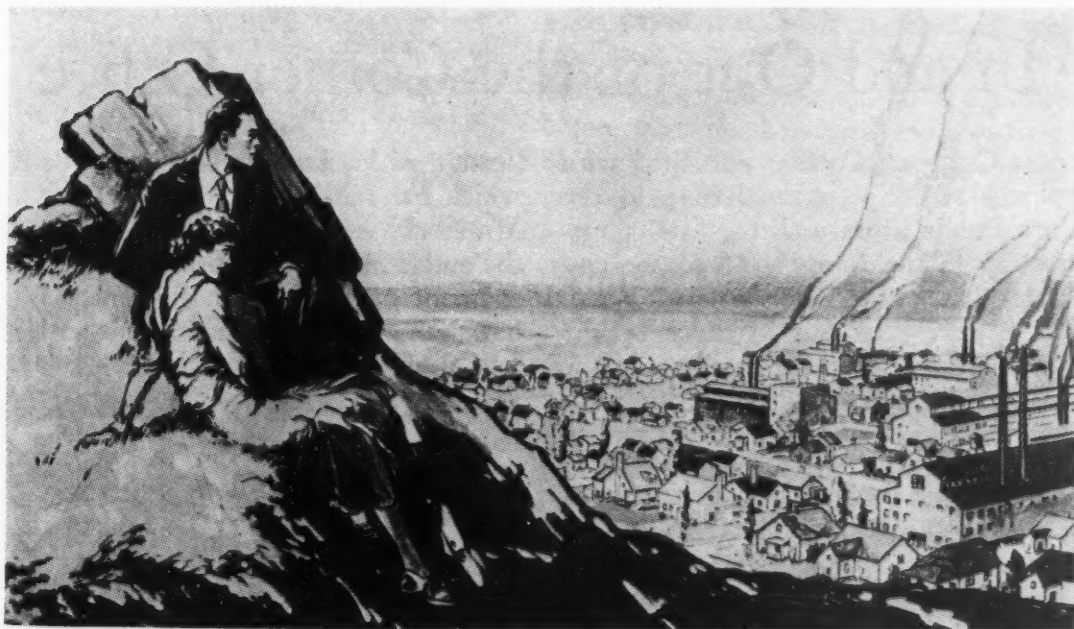
sells largely by mail and enjoys no seasonal trend at Christmas. The depression was not felt at Goodspeed's until 1931, and bottom was reached a year ago. "Good stuff" in art books is now more plentiful—a favorable sign. Trade is still with old customers, no "New Deal millionaires" having yet been uncovered.

❖ ❖

Miss F. C. Darling, assistant director of the Bookshop for Boys and Girls, reported that January sales were running "up to December and almost exactly even with 1932." There is less than the usual "spread" in favorite titles at this shop, with consequently greatly reduced experimental buying. The lending library shows an unaccustomed increase in men readers, who favor economics and other serious subjects.

❖ ❖

The trend is definitely better at the Dartmouth Bookstall, but children's books and fine binding have not yet shared in the increase. Readers try books in the rental library before buying, and are especially eager for mystery titles. Other Boston stores generally reported either an increase or no falling off in business.



*This poster, in bright colors and two planes, is being used for window displays of "A Modern Tragedy" by Phyllis Bentley. Macmillan has made up a packet of sales helps which is available to booksellers and has also planned an extensive advertising campaign*

Dorothy Dockstader of the *Chicago Daily News* also sends us good news. "McClurg's, the Western News Co., Kroch's Brentano store, the book departments of Marshall Field's, Carson Pirie Scott, Mandel's, The Fair, the Davis Company, the Boston store and ten small bookstores report this January ahead of last with varying degrees of enthusiasm. Some are satisfied that their figures are in blue instead of red and others say business is *much* better."

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A. Kroch, who has been in New York this week, reports that business since Christmas has been "very fine." "We are ahead in every store," he told us.

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Our Washington correspondent, Carl H. Claudy, also reports cheerful results of a survey of the capital. Mrs. R. B. Martin, manager of the book department of Woodward and Lothrop, said: "Business is better. Our late December sales were good, and we had a sell-out at Christmas. We are ahead on January sales and there is nothing to complain of." Evaristo Murray, manager of Brentano's, reported business very much better, following a very fine Christmas sale. Paul Pearlman of Pearlman's Book Shop,

says, "Business is about the same as last year and is remaining fairly steady. Salary cuts and talk of salary cuts causes money to freeze up, otherwise business would be better." William Ballantyne of Ballantyne's Book Store reported: "Business is a little better, and I am hoping it will be better still, although I am concerned about the effect of dollar depreciation."

❖ ❖

Franklin Watts reports from Indianapolis that "Most department store buyers think they are magicians when they get one window anywhere. Ben Riker of L. S. Ayres had four windows for a week! One large front window using the Merriam-Webster Century of Progress exhibition, a small front window filled with Margaret Weymouth Jackson's 'Kinder's Crossing'; a large side street window with war relics and a large display of 'The First World War,' and a small side window filled with 'Work of Art' by Lewis."

❖ ❖

Robert Nathan's best seller, "One More Spring," is being prepared for the stage, according to recent announcements. Alfred A. Knopf reports that the book is still selling at the rate of about 100 a week.

## In and Out of the Corner Office

WHEN THE CENTURY COMPANY merged with D. Appleton & Co., it turned over to the New York Public Library all the files of material relating to the *Century Magazine* and the "Battles and Leaders of the Civil War." These have now been put in order by the library and are available for research in the field of American literary and publishing history. It is to be known as "The Century Collection." It comprises 207 cartons.

The New York Public Library has shown itself particularly interested in making itself a depository of significant material of this kind and is welcoming gifts from publishers. In such a way, there is a guarantee of the preservation of valuable material which will be useful in the future for the students of American life and literature. ❖ ❖ ❖

R. H. Bruce Lockhart arrived in America on January 29th just a year after the pub-

lication of his famous book "British Agent," which has sold over 1000 copies this month. Mr. Lockhart will be in this country during the entire month of February under the management of William B. Feakins. While he has many lecture engagements pending, the following schedule is definite:

Feb. 7—Exeter, N. H., Phillips Academy  
Feb. 8—Lennox, Mass.  
Feb. 9—New York, Town Hall  
Feb. 11—Boston, Mass.  
Feb. 14—Cleveland, Ohio  
Feb. 17—Chicago, Ill.  
Feb. 19—St. Louis, Mo., Junior League  
Feb. 24—Madison, Wisc., Civic Club

Warner Brothers announce that they will go ahead with the picture "British Agent" as soon as Leslie Howard, who will play the title rôle, can get away from London where he is starring in an English play. ❖ ❖ ❖

Jonathan Cape arrived from London this week and is stopping at Hotel Chatham. ❀ ❀ ❀

We picked up on Dan Longwell's desk at Garden City the other day a copy of "Freckles," first edition 1904, with jacket intact. There were 4000 copies in the first printing, he tells us, 15,000 in the first years, then reprint sales took it flying over the million mark. When Mrs. Porter's second book came along the market was made, and 200,000 were sold by publication date. ❀ ❀ ❀

Mary Leonard Prichett has become American representative of John Lane the Bodley Head. For many years she was London representative of Doubleday. Her address is to be 222 East 49th St., New York. ❀ ❀ ❀

Claude Kendall in publishing "Glass" by Howard Stephenson, formerly literary editor of the Toledo *News-Bee*, seems to have made a specialty of publishing book critics turned author. He has had on his list Lionel Houser, formerly of the San Francisco *News*, now a staff writer with the *World-Telegram*, Michael March of the Brooklyn *Citizen*, Beth Brown who writes the book notes for *Variety* and Tiffany Thayer, one-time editor of the Literary Guild's *Wings*. ❀ ❀ ❀

Jack Stephens, who has been connected with the Lamar Book Store in Houston, is starting his own bookshop in Houston and would like to receive publishers' catalogs at Box 1140, Houston, Tex. Mr. Stephens will be staying at the Hotel Knickerbocker, New York City for another week. ❀ ❀ ❀

Carl Lauterbach has succeeded Wilbur Pearce as manager of The University Book Store of the University of Rochester. ❀ ❀ ❀

Walter L. Atkins, formerly assistant treasurer of The Century Co., and more recently in a similar position with the D. Appleton-Century Company, Inc., has resigned to become treasurer of F. S. Crofts & Co. Mr. Atkins has been with The Century Co. since 1905. ❀ ❀ ❀

As part of a campaign to stimulate public interest in books and to raise money to help poor authors Prince Wilhelm of Sweden, who is a writer, explorer and lecturer, sells his own books in one of the leading shops in Stockholm. Like several other Swedish authors, the Prince has a stand of his own in the book department of the Paul Bergström shop and is making a big hit as a



*Josephine Reynolds, formerly of the Bobbs-Merrill Co., who joined the staff of Frederick A. Stokes Co., on February 1. She will be in charge of publicity and promotion*

salesman thanks to his jovial way of chatting with the customers, who stand in line in front of his counter. As an extra attraction the Prince signs a dedication in the books he sells, among which his last and highly interesting African travel book is much in demand. The 450th anniversary of the first book printed in Sweden has been solemnly celebrated at the Royal National Library in Stockholm. The press and the radio have taken part in the drive to popularize the books with the result that the market this year is unusually brisk. ❀ ❀ ❀

Walter Drey, who for many years conducted the book publishing activities of the B. C. Forbes Book Publishing Company until he sold out his interest several years ago, has established his own firm and is returning this spring to book publishing. The first two books on Mr. Drey's list are "Bridge Fun: Verse and Worse" by Shepard Barclay, which will be published March 1st at \$1, and "Freedom from Fear" by Richard Lynch, which will appear in a limited de luxe edition of 925 copies at \$10 each. The address of Walter Drey, Publisher, is 5 Prospect Place, New York City. ❀ ❀ ❀

Philip Anderson, long connected with Putnam's, has assumed charge of Bridge World, Inc., the publishing end of Ely Culbertson's widespread bridge interests. ❀ ❀ ❀



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

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RICHARD ROGERS BOWKER  
Publisher and editor to 1933

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LOUIS C. GREENE . . . . . Advertising Manager

February 3, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Signs of Recovery

THE FIRST REAL SIGNS of any sort of recovery in the booktrade came, as was reported in



*Publishers' Weekly*, during the last ten days or so before Christmas, when, in many stores, something very like the old time Christmas rushes developed. Whether this was a flash in the pan, or whether such gains as

were made could be conserved and further gains made, was a question of real interest, which Time alone could answer. In an effort to determine the further trend of business, we have made a survey of four principal cities, the results of which are to be found in the Customers' Choice department elsewhere in this issue.

The results of our survey are encouraging. New York, Boston, Chicago and Washington booksellers all report a favorable increase in business this January over January a year ago. Many report a distinct and noticeable increase in the amount of cash business done, which indicates a loosening of the purse

strings of Mr. and Mrs. America. Publishers, too, we find, are quite confident that the first six months of 1934 will see a measurable increase in the amount of book business done throughout the country. This confidence has manifested itself in the strong promotion campaigns already planned to back the leading titles in their sales through the bookstores.

There are, perhaps, fewer "high spots" among the new books on the bookstore tables in January than in any month of the year. There was a new Sinclair Lewis book in January both last year and this, with approximately the same sale on each. Other "high spots" on this year's list will be found to be balanced by such titles of last year as "The Last Adam," and "Never Ask the End." An increase in business, therefore, means an increase in the public interest in books in general.

During February, March and April the leading titles from fifty or more publishers' lists will be released to a public a little more receptive, a little more eager to buy than a year ago. The books announced in last week's Spring Announcement Number of the *Weekly* are a strong lot of books, which may be counted upon to make a way for themselves to a certain extent. But if the booktrade itself can transfer its mounting optimism and enthusiasm to a program of sincere and intelligent promotion, if both publishers and booksellers can carry forward a well-planned campaign to enlist the interest of the potential reading public and if the same efforts toward compact well-selected lists as have been made in the past few years can be continued we believe that the booktrade may well feel itself at least on the way out of the extreme difficulties of the great depression.

If, on top of this, the booktrade receives a new deal in the form of some sort of control of price-cutting; if the booksellers' and publishers' codes, with their measures to secure fair trade practices and an ironing out of minor trade difficulties, are accepted by the Administration in Washington, and if, as a consequence, the public's confidence in book prices is restored, then, we feel, the booktrade, having learned much about economical operation and the essentials of concentrated promotion, will be in a better position than ever before, both to serve the public adequately and to derive a reasonable profit.

## The Booksellers Are at Washington

THE BOOKSELLERS ARE TODAY presenting their case before the NRA. Their chief fight is on the need of relief from the use of books as loss-leaders, the system that has made adequate distribution of books impossible in a metropolitan area of ten million people.

The booksellers must make the NRA and the public realize that every book-producing country except ours has turned to price standardization for books as the only method by which wide distribution of books can be attained. Would anyone claim that book prices were higher in Europe or could be made lower there by the use of the New York method? These other countries have tried the price-cutting method but have thrown it out as being against public interest. The booksellers will make clear that what is needed is fixing price levels of books—the publisher has price levels from 10c to \$10, but what is wanted is the possibility of markets, for the larger the printings the lower the prices can be. Curtail distribution, and the public must eventually pay more. The public receives great book values at 10c, 50c, 75c and \$1, not because the price-cutter favors the public with a lowered price but because hundreds of dealers develop a dependable market for large printings. The A. B. A. is driving home the fact that the Recovery Act provides that no clause in any code should be used to the peril of small business, but that the General Retail Code is now giving additional peril to the bookseller by providing a stop-loss limitation to price-cutting which is increasing the use of books for advertising ammunition.

Insurance, railroad tickets, electricity are sold to the public at uniform rates to all. Books are so much a public utility that every state and city supplies them free. Why is not the private ownership of books worth encouraging by giving those that sell them the chance to work under the same conditions which as public utilities have and as is given to the dealers of books in every other civilized country?

The hearing today in Washington may be a milestone in booktrade history, the booksellers are represented by able leadership. They have the backing of an indignant industry. They are helping their own cause and the cause of all who want better codes of practice in industry.

## A Passing Custom

ONCE UPON A TIME, buyers of merchandise wished to buy from stores in which they could haggle about prices and in which the more clever bargainers might get the better trades. It was presumed that hard bargainers deserved lower prices. This custom passed; it wasted time and lacked common honesty. Odd-penny-pricing and loss-leaders are the current disfigurements of retail merchandising. These trading methods delude the public into believing that the shrewder purchaser reaps the bigger reward in savings. Slowly but surely (just now with increasing speed) the general public is becoming aware of the fruitlessness of such methods, and, when the public ceases to fool itself, the method will be less profitable and the imitated leaders in retailing will not then be the odd-penny and loss-leader specialists.

The greater part of a large department store's merchandise has no listed price known to the public. When *all* merchandise is priced at odd pennies there is an attempt on the part of the merchant to cajole us into thinking that his whole stock is at marked-down prices. The five and ten cent stores may cure us of this method of fooling. Woolworth uses no odd penny prices. Some day we will laugh at ourselves for believing that 89c means except at bona-fide clearance sales anything more than 89c worth.

But, as people become suspicious of odd-penny-prices, the loss-leader comes in to bolster confidence, and the loss-leader must be merchandise with a known list price so that the bargain element is recognizable. Here is where books suffer. They have a recognizable identity and a list price, though one can name a hundred lines of merchandise that have neither. Books may be one percent of a price-cutter's merchandise. Of every \$1,000,000 of such a store's business \$10,000 may be in books, and a loss of \$3,000 or \$4,000 on books per million of sales can become part of the cost of promoting 99% of the merchandise. To use this method is merely to play a ghastly joke on those merchants who handle books alone, yet some still proclaim it to be the inalienable right of the public to succumb to this kind of seduction, for each person still loves to believe that he will buy for himself only the bargains while letting the purchases of others make up the merchant's loss.

## News of the Week

### Critics Name "Five Best" Books in Radio Broadcast

FIVE FAVORITE BOOKS of 1933 were named by each of four New York book reviewers in a program over the National Broadcasting network on Wednesday, January 17th. The critics were interviewed by Frances Healey, and it is expected that they will appear in a broadcast every two weeks or so from now on. Harry Hansen, book reviewer for the New York *World-Telegram*, named as his choice of the five most interesting books of 1933, "South Moon Under" by Marjorie Kinnan Rawlings (Scribner), "One More Spring" by Robert Nathan (Knopf), "The Disinherited" by Jack Conroy (Covici-Friede), "Little Man, What Now?" by Hans Fallada (Simon & Schuster) and "The Testament of Youth" by Vera Brittain (Macmillan). The choices of Lewis Gannett, critic for the New York *Herald-Tribune* were "The Book of Americans" by Rosemary and Stephen V. Benét (Farrar & Rinehart), the Shorter Oxford English Dictionary (Oxford), "The Autobiography of Alice B. Toklas" by Gertrude Stein (Harcourt, Brace), "One More Spring," and "As the Earth Turns" by Gladys Hasty Carroll (Macmillan). "Timber Line" by Gene Fowler (Covici-Friede), "Andrew's Harvest" by John Evans (Morrow) and "We Are the Living" by Erskine Caldwell (Viking) received honorable mention from Mr. Gannett. On the list of John Chamberlain, book critic for the New York *Times* were "The Man of the Renaissance," by Ralph Roeder (Viking), "The Coming Struggle for Power" by John Strachey (Covici-Friede), "One More Spring," "No More Trumpets" by George Milburn (Harcourt, Brace) and "Samuel Pepys: The Man in the Making" by Arthur Bryant (Macmillan). William Soskin, formerly book reviewer for the New York *Evening Post* and now with the New York *American*, chose "The Man of the Renaissance," "The Coming Struggle for Power," "Anthony Adverse" by Hervey Allen (Farrar & Rinehart), "Flush," by Virginia Woolf (Harcourt, Brace) and "The Farm" by Louis Bromfield (Harper).

### W. N. B. A. Meets

THE REGULAR MONTHLY MEETING of the Women's National Book Association was held on January 23rd at the Hotel Pennsylvania. Ernst Reichl, typographical expert and designer for the H. Wolff Estate, spoke on "Some Problems of Designing," and Mary Bak, formerly secretary to Calvin Coolidge and now fiction editor for the McClure Syndicate, spoke about syndicated stories.

### Booksellers' League Program

THE NEW YORK BOOKSELLERS' LEAGUE will hold its annual Ladies' Night on February 21st at the Aldine Club. John Martin, the Dance Editor of the New York *Times*, and Lawrence Hostetler, author of "The Art of Social Dancing," will each give an address. Nancy Duggan will present a series of tap dances from her book "Tap Dances," with music by Mrs. Sally Tobin Dietrich.

### A Warning

A REPORT of an apparent victimization has been sent us by John P. Geise, proprietor of the Illinois Book Exchange. Mr. Geise was approached on January 16th by a man professing an interest in Pennsylvania genealogies, particularly those of Lancaster County, who purchased a book for \$12.50, tendering a cashier's check in the amount of \$26.90, drawn on "The First National Bank" of Mansfield, Ohio. His endorsement was "F. M. Barrett, R. 2, Box 18, Bucyrus, Ohio, 'Texaco Service.'" He received his change in cash, and it was later discovered that no such bank as the one the check was drawn on exists. The man was about 5 ft. 6 in. in height, about 50 years old, with greying hair, and weighed about 175 pounds. Mr. Geise suggests that other dealers be on their guard against a repetition of the incident.

### New Dollar Titles

TWENTY-EIGHT TITLES will be added to the Borzoi Dollar Library published by Alfred A. Knopf this spring. All 28 titles will be issued on the same date, March 5th. A list is available on application.



## Code Column

RALPH PULITZER, former publisher of the New York *World*, has been appointed Administrator of Division 7 of the NRA which covers publishing and the graphic arts. Rufus J. Trimble, New York lawyer, will be his assistant. Book publishing codes would fall in that Division.

ADMINISTRATOR A. D. WHITESIDE spoke last week at the convention of the Wholesale Dry Goods Institute in New York explaining and interpreting the provisions of the recently approved master Wholesale Dry Goods Code, and at the morning session of this convention Dr. Kenneth Dameron, assistant to Mr. Whiteside, declared that the Wholesalers' Code was an effective answer to critics who insisted that the recovery program is detrimental to small business units. "Two provisions," he said, "are definitely aimed to protect the small independent retailers. One prevents wholesalers from selling at retail, the other gives jobbers a price differential as against the big retail organizations, thereby putting small stores in a more competitive buying position with large units."

NRA is creating machinery to protect the interests of the little fellow, thus satisfying the Senators who have been critical. Senator Nye said recently after a conference with General Johnson: "There is every indication that Administrator Johnson is ready to reconsider my original proposal that there be created in NRA a special board of outstanding citizens to which the small manufacturers and business men may present their complaints as to the operations of the codes which have been adopted." Members of the new board, according to Senator Nye, should be men opposed to monopolies.

## "First World War" Serialized

SERIALIZATION ON A GRAND SCALE of "The First World War" is being made in 40 newspapers the country over. These papers are carrying, once a week, a whole section, in most cases an 8-page gravure section, containing pictures and captions from the book. During the serialization in Detroit, the publishers, Simon & Schuster, tell us sales of the book in the bookstores increased ten-fold.



First page of the serialization of "The First World War" as it appeared in the Detroit News

Because of this the publishers are cooperating with the bookstores in a tie-up with the serialization, by offering, for a limited time, to supply on display as many copies of the book as are ordered by individual booksellers.

The following newspapers are making use of the serialization:

Akron *Times Press*, Albany *Times Union*, Albuquerque *Tribune*, Atlanta *Georgian*, Baltimore *Sun*, Birmingham *Post*, Boston *Globe*, Buffalo *Times*, Chicago *Herald Examiner*, Cincinnati *Post*, Cleveland *Press*, Columbus *Citizen*, Des Moines *Register & Tribune*, Detroit *News*, El Paso *Herald Post*, Evansville *Press*, Fort Worth *Press*, Houston *Press*, Indianapolis *Times*, Knoxville *News Sentinel*, Los Angeles *Express*, Memphis *Press Scimitar*, Milwaukee *News*, New York *American*, Minneapolis *Tribune*, Oklahoma City *News*, Omaha *Bee News*, Philadelphia *Bulletin*, Pittsburgh *Sun Telegraph*, Rochester *Journal*, St. Louis *Globe Democrat*, San Antonio *Light*, San Diego *Sun*, San Francisco *Examiner*, Seattle *Post Intelligence*, Syracuse *Journal*, Toledo *News Bee*, Toronto *Star*, Washington *Star*, Youngstown *Telegram*.

## An Advertising Catechism

A LETTER FROM NORMAN DONALDSON of the Yale University Press came in this morning with further commendation for "An Advertising Catechism" which was the leading article in the January 13 issue of the *Publishers' Weekly*. "I cannot refrain from saying that I read it with great joy. We feel that the author gives ample proof of his knowledge of the subject and presents a very keen and penetrating point of view. A number of his observations are not particularly pertinent to our list, but wherever he touches our problems he throws what seems to us intelligent light upon them." In the same mail, a well-known traveler writes "The advertising article was one of the best I have ever read. I learned a lot." Another publisher writes "That lad knows his authors! It's grand live stuff."

The symposium of replies in last week's issue, of course, was culled from those who stressed the opposition, and ought not to obscure the fact that nine-tenths of the people who spoke about the article have said that they agreed with it 100%.

To his critics in last week's issue, Mr. Anonymous addresses the following brief reply:

### MR. ANONYMOUS REPLIES

To Messrs. Eskey & Howe:

We see eye to eye except that we're looking opposite directions—you sell advertising space, I buy it. . . . To Franklin Spier: Why so hot? I'm not arguing for less advertising, but for a more realistic attitude. (1) By potential market I mean the total number of people that a publisher believes from his experience may be induced to buy a particular book. The point I tried to make is simply that it is extravagant to advertise a book with a small potential market in a medium of large circulation. And a book *can* be very good and still have a very small potential market. (2) I don't say advertising doesn't sell books but that it doesn't sell enough books. (3) Of course we advertise to sell books as well as to get them. As an advertising agent you naturally put all emphasis on selling while the publisher puts equal emphasis on the getting. . . . To Richard L. Simon: (1 & 2) Touché! These are good points and should have been emphasized. . . . To Alexander van Rensselaer:

Some of the points you raise are excellent and it would take another article to do justice to our disagreements. . . . To A. Milton Runyon: You are right; my article was dogmatic but the dogmatism was put in on purpose to provoke discussion. I did not intend to lay down the law, but to start up a controversy. Apparently I succeeded.

## America's Mental Age

THE THEORY that the average mental age of adult Americans was that of 12-year-old children has been exploded by Dr. David Segel, who writes in the January issue of *School Life*, official monthly journal of the Federal Office of Education, that only 5% of the adult population has a mental age of 12 years or less. "The statement that the intelligence of the adults of this country was about that of 12-year olds came through a misinterpretation of the data obtained from the intelligence testing carried out in the Army during the World War," Dr. Segel states.

Dr. Segel defines intelligence as "the growth and decline of the ability to learn," and has found, through tests of typical cross-sections of American society, that intelligence rises rather sharply until about the age of 15 or 16, then rises less and less sharply until about the age of 22 or 23. From this age the curve begins to drop, slowly at first and then more and more precipitously. The mental age of the adults of the early twenties is therefore above that of any age group in the teens. Dr. Segel finds the average adult mental age to be about 17.7 years.

"The adult population," says Dr. Segel, "has an adult intelligence and not a childish intelligence. Comprehension of this fact should be of importance to those in charge of the radio, newspapers and motion pictures. In many instances the myth that the men and women of the United States have an intelligence of 12-year olds has been used as an argument for lowering the educational or cultural level of newspapers, magazines, movies and radio presentations."

## Obituary Note

THOMAS J. FLYNN

THOMAS J. FLYNN, president of Thomas J. Flynn & Co., well-known Boston Catholic booksellers, died on January 9th.

# Frank Nelson Doubleday (1862-1934)

*Head of Great Publishing Firm Dies at Age of 72*

FRANK NELSON DOUBLEDAY, chairman of the board of Doubleday, Doran & Co., died in Miami, Florida, where he had gone to spend the winter, on January 30th. Mr. Doubleday was 72 years old, and had been ill for several months.

With the death of Mr. Doubleday, the publishing world loses one of its most influential and successful leaders, a man who has left the mark of his own personality on the men and on the practices of the industry.

Mr. Doubleday was born in Brooklyn in 1862, the son of William Edwards Doubleday, a merchant in New York City. In 1877, at the age of 15, having already successfully operated a job printing plant in his own home, Mr. Doubleday left Brooklyn Polytechnic Institute to enter the publishing business with Scribner & Co., at 743 Broadway, later to become Charles Scribner's Sons. Here, in 1884, Mr. Doubleday refounded and edited *The Book Buyer*, a summary of American and foreign literature, which was published monthly as "a descriptive and interesting record of important new books." In 1886 when the second *Scribner's Magazine* was founded, Mr. Doubleday was made manager and publisher. (The first *Scribner's* was sold to the Century Co., in 1881, with the agreement that Scribner's were not to issue a rival magazine for five years.) Mr. Doubleday spent 20 years with Scribner's, leaving in 1897 to join with S. S. McClure, whose magazine was then building a tremendous audience, in founding the Doubleday & McClure Co. at 142 East 25th Street, whose first book list appeared in the fall of 1897 and included "Tales from McClure's," "Little Masterpieces," indicating the value of the magazine connection, the immensely successful "Bird Neighbors" by Mrs. Doubleday (Neltje Blanchan); Stephen Crane's "The Open Boat"; some children's books and the New York selling agency for Mark Twain's new book, "Following the Equator." The firm's early advertisement in the *Publishers' Weekly* read, characteristically, "Doubleday & McClure Co. have now begun the publication of books which will be vigorously pushed and advertised."

In 1900, Mr. Doubleday reestablished himself with new associates at 34 Union Square, taking with him half the list of the old firm and having invited to join him Walter Hines Page, who was then editing the *Atlantic Monthly* in Boston. The firm became Doubleday, Page and Company, the other partners being J. L. Thompson, business manager, and S. A. Everitt in charge of manufacturing, and H. W. Lanier, the son of Sidney Lanier, the poet, who had both come with him from Scribner's. The story is that Mr. Doubleday had intended to buy into the Harper business with the *Harper's Magazine* and Mr. Page was to be the editor, but the plan was dropped and instead Mr. Doubleday's resourcefulness developed a new magazine, *World's Work*, which was first published in November, 1900, with Mr. Page as editor. Again his mind turned to new magazine possibilities and in 1901 *Country Life in America* was started which later became simply *Country Life*, and the same love of the out-of-doors produced a third periodical, *Garden Magazine*, which appeared under the Doubleday imprint in 1905. In 1904 the firm, having outgrown its first quarters, moved to its own building in East 16th Street, facing on Union Square.

In 1908, Doubleday, Page & Co. took over the McClure Phillips Co. This amalgamation brought to the list many important books, including Conrad's "Youth and Other Stories," and the early books of O. Henry, Booth Tarkington and Stewart Edward White. In spite of the split in 1900, Mr. Doubleday and Mr. McClure had remained friends and had been associated together in several business connections.

Expansion continued, and in 1910 Mr. Doubleday with characteristic boldness took a step, which his friends called suicidal, but which promptly proved successful. He moved the whole business, adding a printing plant, to Garden City, Long Island, 20 miles away from the city. Russell Doubleday, F. N. Doubleday's brother who was early active in the editorial departments, once explained the move by saying: "There were all sorts of problems which we had to face, con-



nected with publishing in a city like New York. There was the expense of providing sufficient space, for one thing, and there was the serious inconvenience of having to have our work done in 28 or 29 different places. The numerous elements of magazine and book publishing, such as printing, binding, engraving, shipping, etc., could not be handled practically in the city under one roof. The country was the logical solution. Besides, we all liked the country."

### *Kipling First Big Success*

It might almost be said that Kipling was the cornerstone of the business. "Day's Work," issued in 1899, was pushed to over 100,000 sales in a few months after publication, and his earliest books which lacked American copyright were taken over from Macmillan and royalties paid as if the books were protected. Later the "Jungle Books" and "Seven Seas" were also acquired, and no publisher ever gave to his author more effective and personal support than did Doubleday give to Kipling. Kipling was the basis of the enormous success of the Doubleday flexible leather series, which also included O. Henry and Joseph Conrad, the latter as in the case of Kipling holding personal relations to his publisher that recaptured the old-time theory of ideal publisher-author contacts. Conrad in his letters often addressed his letters "Dear Effendi," a word play on the initials F. N. D. coined by Rudyard Kipling, and signifying in the Indian language, one who commands respect or attention. Ollivant's "Bob, Son of Battle" was one of the early successes, as were Frank Norris' "Moran of the Lady Letty," "McTeague" and "Blix"; Edwin Markham's "The Man With the Hoe"; Gene Stratton Porter's "Freckles" and "Girl of the Limberlost" (a million copies of her books had been sold by 1912), Ellen Glasgow's "The Voice of the People," Tarkington's "Gentleman From Indiana," Booker T. Washington's "Up From Slavery," Helen Keller's "Story of My Life," Upton Sinclair's "The Jungle," Peary's "Nearest the Pole," Selma Lagerlöf's "The Glorious Adventures of Nils," David Grayson's "Adventures in Contentment" and so down a long list of successes to the present day of William McFee, Sinclair Lewis, Edna Ferber, Edgar Wallace, Christopher Morley, T. S. Stribling and many, many others.

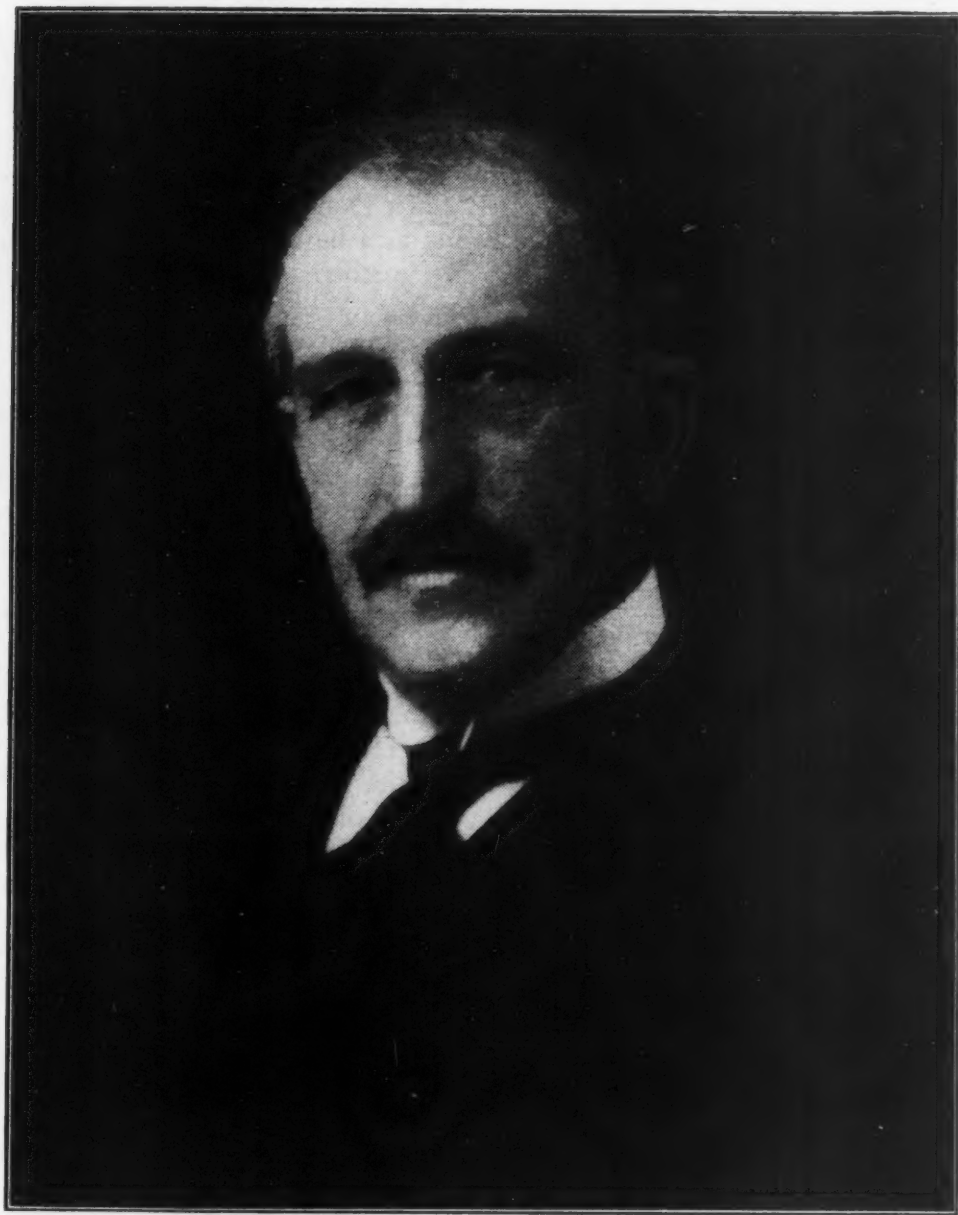
In Garden City all the elements of the large publishing business were brought together under one roof in the building known as the Country Life Press. A branch Post Office was established, and a railroad spur delivered supplies and picked up shipments. The extensive grounds, covering 50 acres, were landscaped and made into one of Long Island's show places with the result that thousands of visitors may be seen every Sunday in warm weather wandering through the grounds, admiring the magnificent irises presented by Edward Bok, who was a stenographer at Scribner's when Mr. Doubleday was a clerk there, or the trees planted by John Burroughs and John Muir. Mr. Doubleday firmly believed that the best work of a big publishing firm could be done by getting the workers away from the city and into the country, where they could be provided with healthy conditions of work, fresh air, and quiet beautiful surroundings. The Garden City plant is said to be one of the first daylight industrial plants in this country.

### *The Heinemann Merger*

In 1920 a further important step was made when Mr. Doubleday bought into the distinguished London firm of William Heinemann. This firm had been founded in 1898. On Mr. Heinemann's death Sidney S. Pawling, partner in the business, invited Doubleday, Page & Company to become a partner, and on Mr. Pawling's death, the chief owner, though the business was always operated by the English partners headed by Charles S. Evans. In 1927 Mr. Doubleday, facing an English skepticism that matched that of his New York friends a few years earlier, built for the Heinemann business the Windmill Press near Kingswood, Surrey, in the English countryside, a counterpart of the Country Life Press.

In 1923 the famous juvenile department was started, though the firm had many well-known children's books, under the editorship of May Massee with C. B. Falls' A B C Book.

On January 1st, 1928, Mr. Doubleday again startled the world of books by completing a merger with the George H. Doran Company, which had been founded in 1909 and had developed a very strong and discriminating list. The name of the firm became Doubleday, Doran & Company, and Arthur Page, successor to his father, Walter



*Frank Nelson Doubleday*

Hines Page, as editor of *World's Work* and a vice president of Doubleday, Page & Company, resigned to become a vice president of the American Telephone and Telegraph Company. The Doran merger brought to the Doubleday lists such authors as Somerset Maugham, Arnold Bennett, Frank Swinerton, Hugh Walpole, Mary Roberts Rinehart, Irvin S. Cobb, Stephen McKenna, Rebecca West, Michael Arlen, Aldous Huxley, and numerous others. At this time the subsidiaries of the far-flung business of Doubleday, Doran & Company included, besides the firm of Heinemann, Nelson Doubleday, Inc., a mail-order organization which had made publishing history with its mail-order campaigns for "Nature Guides" and "The Etiquette Book"; the Garden City Publishing Company, which was founded in 1923 as a subsidiary for the publication of cheaper books and soon was showing the way in non-fiction reprints; Doubleday, Doran Book Shops, Inc., founded in 1914 with a store in the new Pennsylvania Terminal soon followed by a branch in the department store of Lord & Taylor and numbering by 1928 some 20 or more stores, and The World's Work, Limited, and William Heinemann (Medical Books) Limited, in England. The New York headquarters for the business were moved from 285 Madison Avenue to the Doran offices at 244 Madison Avenue, where they now occupy two floors.

### *Recent Additions*

Since 1928, the Crime Club, the Dollar Mystery Book Club and the Doubleday, Doran Book Company, Inc., of Texas, a textbook house, have been added as subsidiaries to the parent firm. In developing the programs of the house Mr. Doubleday used a round table method that brought all the problems of editorial selection, manufacture, sales and new enterprises out into the cross fire of staff discussion, while the staff lunch table became an institution peculiarly characteristic of the Doubleday method. Heads of all departments came and still come together each day in the light and beautiful room on the upper floor; editors are open to the quips of the sales departments, manufacturing men defend themselves from editors, and the fre-

quent guests add to the value of the discussions.

Out of the stimulating atmosphere of such staff organization have come such graduates as Alfred Knopf, Christopher Morley, E. Byrne Hackett, Lyman Beecher Stowe, John G. Kidd, Eugene Saxton, John Farrar, Stanley Rinehart, George Stevens, Guy Holt, Charles Duell, George Elliman.

### *A Modern Publisher*

Mr. Doubleday firmly believed in publishing as a business. He did much to modernize methods of publishing and distributing books. When he was asked the reason for the merger with George H. Doran, he replied, "To sell more books." Another of his remarks was, "Once the writer has proved his worth with the public or with a publisher, the thing becomes a business and must be treated as such and not as a thing to be toyed with." He was constantly in touch with the business all through his illness.

Nelson Doubleday, Mr. Doubleday's son, was made president of the firm in January, 1928, succeeding his father, and John J. Hessian is the general manager. Russell Doubleday, Mr. Doubleday's brother, and Harry Maule are the firm's editors. Robert De Graff, a cousin of Nelson Doubleday, is one of the directors and vice-president of the Crime Club and manager of the *Star Dollar Books*. Lillian Comstock, one of two women members of the board of directors, was probably the first woman in this country to be a director of a publishing house.

At the time of his death, besides being chairman of the board of Doubleday, Doran & Co., Mr. Doubleday was a life member of the board of directors of William Heinemann, Ltd. In 1886 he married Neltje Blanchan De Graff, well known as a nature author. She died in 1918 and a year later Mr. Doubleday married Florence van Wyck, who survives him. Other survivors are his brother, Russell Doubleday; his son, Nelson Doubleday, who is president of Doubleday, Doran & Co.; his daughter, Mrs. F. Huntington Babcock, and an adopted son, Felix D. Doubleday. The funeral will be held at the Garden City Cathedral at 3 o'clock on Saturday, February 3rd, and Mr. Doubleday will be buried in the Locust Valley Cemetery.



## Market News

### Recent Books on Russia

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

SOVIET RUSSIA: 1917-1933. By Vera M. Dean. *World Peace Foundation*, 50c; 25c

RUSSIA TODAY. By Sherwood Eddy. *Farrar & Rinehart*, \$2.50

FROM THE FIRST TO THE SECOND FIVE YEAR PLAN; a Symposium. *Internat'l Publishers*, \$1.50

LENIN. By Ralph Fox. *Harcourt, Brace*, \$2  
MOSCOW, 1911-1933. By Allan Monkhouse. *Little, Brown*, \$3.50

WOMAN IN SOVIET RUSSIA. By Fannina W. Halle. *Viking*, \$4.50

RED MEDICINE. By Sir Arthur Newsholme and John A. Kingsbury. *Doubleday*, \$2.50

THE GREAT OFFENSIVE. By Maurice Hindus. *Smith & Haas*, \$3

### Notice to Control Card Users

"HANDBOOK OF THE SOVIET UNION" by the American-Russian Chamber of Commerce (John Day), which was originally scheduled for Oct. 19th, then postponed until Jan., will now be published on Mar. 8th.

"Long Remember" by MacKinlay Kantor (Coward-McCann) has been postponed from Feb. 26th to Apr. 3rd.

The title "The ABC of Wines and Liquors" by Frank Schoonmaker and Tom Marvel (Simon & Schuster—April) has been changed to "The Complete Wine Book."

### Whitlock's to Be Liquidated

THE OFFER OF COMPOSITION which it was expected Whitlock's Book Store, Inc., of New Haven would offer to its creditors was at the last moment withdrawn. The shop, as previously reported in the *Publishers' Weekly*, is in bankruptcy. The assets of the firm now will be liquidated immediately. A meeting was held at the offices of Stanley K. Oldden in New York City on January 31, at which the receiver and the creditors committee discussed the details incident to the selling of the assets.

### Ad Course

AN ADVERTISING COURSE, sponsored by the Advertising Department of the New York *Times* and open to all those engaged in business and interested in the subject of advertising, has been announced by the *Times*. There will be eight meetings, beginning Wednesday, January 31st at 6:15 P.M. and continuing each Wednesday evening at the same time until March 28th. The subject will be "The Newspaper a Medium for Advertising Results" and each session will be addressed by a different lecturer, in every case someone expert in the advertising field. There is no charge for the course, but the class is limited and applications will be accepted in the order in which they are received.

### Business Notes

NEW YORK CITY—Milton Gray's Book Studio is now located at 402 East 48th Street. Mr. Gray requests catalogs on art, psychology and philosophy.

NEW YORK CITY—Barnet B. Ruder has moved from 8 West 47th St. to 20 East 49th St.

MEMPHIS, TENN.—The Three Musketeers Bookshop has moved to 92 South Second, Peabody Hotel Building.

### Trade Note

THE WHITNEY MUSEUM OF AMERICAN ART, beginning with the first of the year, has begun the exclusive distribution of its publications. These volumes, now totaling 24, exclusive of brochures and catalogs, will now be obtainable by the trade only through the Museum, 10 West 8th St., New York City. The books have been handled recently by The Studio Publications, Inc.

### Changes in Price

UNIVERSITY OF PENNSYLVANIA PRESS

"An American Bookshelf, 1755" by Lawrence C. Wroth, which will be published February 9th, will be \$2.50 instead of \$2.

DODD, MEAD & CO.

The price of the new edition of "The Unknown Brahms" by Robert Haven Schauffler has been increased from \$3.50 to \$4.00.

# Market News

## One Month from Now—A Forecast

- THE FOOL OF VENUS, by George Cronyn. *Covici, Friede*, \$3.
- THE QUEEN AND MR. GLADSTONE, by Philip Guedalla. *Doubleday, Doran*, \$4.
- THE VALIANT WIFE, by Margaret Wilson. *Doubleday, Doran*, \$2.50.
- A BACKWARD GLANCE, by Edith Wharton. *Appleton-Century*, \$3.
- BREAKFAST IN BED, by Sylvia Thompson. *Little, Brown*, \$2.50.
- WINDOWS ON HENRY STREET, by Lillian D. Wald. *Little, Brown*, \$3.
- WINDS OF CHANCE, by Jeffery Farnol. *Little, Brown*, \$2.50.
- Mar. 5. This story of a medieval troubadour is backed heavily by C., F. First printing is 50,000, the largest first printing they have ever issued.
- Mar. 7. A correspondence, most of which is now published for the first time. A 3-color poster, 19 by 24, will reproduce four of the letters.
- Mar. 7. A romance laid in Philadelphia during the War of 1812, by the author of "The Able McLaughlins," etc.
- Mar. 9. The memoirs of one of our most distinguished and popular novelists. A-C have laid out an extensive advertising campaign and will also have a display poster and imprinted cards.
- Mar. 10. A novel that has a broader scope than her previous ones. Extensive advertising.
- Mar. 10. The founder and head of the Henry Street Settlement in New York reviews her career. L. B. suggests telephone calls and letters by booksellers to clergymen, social workers, etc.
- Mar. 10. A sea story of pirates on the Spanish Main. The author will arrive in this country for a lecture tour coincident with publication.

## Out This Week

- THE CASE OF THE LUCKY LEGS, by Erle Stanley Gardner. *Morrow*, \$2.
- DARE TO LIVE, by Gerald Breitigam. *Falcon Press*, \$2.
- DEATH IN THE WET, by Gladys Mitchell. *Macrae, Smith*, \$2.
- THE GOOD EARTH, by Pearl S. Buck. *Grosset & Dunlap*, \$1; *Modern Library*, 95c.
- KEMMERER ON MONEY, by Edwin Walter Kemmerer. *Winston*, \$1.50.
- A MODERN TRAGEDY, by Phyllis Bentley. *Macmillan*, \$2.50.
- THE NATIVE'S RETURN, by Louis Adamic. *Harper*, \$2.75.
- SHAKE HANDS WITH THE DEVIL, by Rearden Conner. *Morrow*, \$2.50.
- THE UNFORGOTTEN PRISONER, by R. C. Hutchinson. *Farrar & Rinehart*, \$2.75.
- THE WELL OF DAYS, by Ivan Bunin. *Knopf*, \$2.50.
- THE YOUNG MANHOOD OF STUDS LONIGAN, by James T. Farrell. *Vanguard Press*, \$2.50.
- Two more Perry Mason stories will be published this year. There has been a heavy demand for the "Lucky Legs" display. \$3000 advertising appropriation.
- The feature editor of the N. Y. *World-Telegram* tells how to get more out of life. The "Life Begins at Forty" market. Lutheran Book Club selection.
- The writer of the Mrs. Bradley detective stories is a member of the English detective club composed of leading mystery authors.
- Grosset made three printings before publication of this famous novel which sold over 300,000 copies at \$2.50.
- An international authority on money has amplified his recent articles in the N. Y. *Sun*.
- The author of "Inheritance" writes a modern novel of people concerned with the Yorkshire textile industry.
- An immigrant's return to his native Yugoslavia after nineteen years in America. Posters. Special promotion efforts with travel agencies. Initial advertising budget, \$1200.
- Good advance sale on this novel of revolution in Ireland has resulted in increased advertising appropriation.
- A very long novel of post-war England and Germany. An English Book Society selection, it sold 12,000 copies on publication day over there.
- A new novel by the winner of the 1933 Nobel Prize, an autobiographical narrative of life in a Russian village years ago.
- Continuing the story of "Young Lonigan." Its Chicago setting gives it a special appeal in that city. Vanguard will push it.

# Market News

## Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

THE MOTHER, by Pearl S. Buck. *John Day*, \$2.50.

WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50.

THE THIN MAN, by Dashiell Hammett. *Knopf*, \$2.

SEA LEVEL, by Anne Parrish. *Harper*, \$2.50.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

BRAZILIAN ADVENTURE, by Peter Fleming. *Scribner*, \$2.75.

CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner*, \$3.

THE MAN OF THE RENAISSANCE, by Ralph Roeder. *Viking Press*, \$3.50.

100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. *Vanguard Press*, \$2.

Now in its 330th thousand.

Sales second only to "Anthony Adverse" in Washington, Chicago and San Francisco last week, according to the *Times*.

Second in sales at St. Louis and New Orleans stores reporting to the *Times*; third in Boston, Atlanta, and Chicago.

In its first three weeks sold more copies than any of his other books have ever sold. Heads the fiction lists of N. Y. and Philadelphia stores in the *Times*. Selling well everywhere.

Passed the 100,000 mark at the turn of the year and sold more than 5,000 copies in the first half of January.

Among the stores where it was the January best seller in non-fiction are The Sunwise Turn, N. Y.; Brentano's, Chicago; D. H. Holmes, New Orleans. Boston and New Orleans stores gave this first place in the *Times* last week, while Washington and Chicago listed "Brazilian Adventure" first.

Led January sales in Wanamaker's, Philadelphia; The Booke Shop, Providence; Higbee Co., Cleveland; Rich's, Atlanta, etc., etc.

In its 20th printing with over 50,000 copies sold. The pure food and drug controversy in Washington will give added publicity.

## Other Bookstore Favorites

WORK OF ART, by Sinclair Lewis. *Doubleday, Doran*, \$2.50.

SKIN AND BONES, by Thorne Smith. *Doubleday, Doran*, \$2.

THE CADAVER OF GIDEON WYCK, ed. by Alexander Laing. *Farrar & Rinehart*, \$2.

A NEST OF SIMPLE FOLK, by Seán O'Faoláin. *Viking Press*, \$2.50.

THE STATE VERSUS ELINOR NORTON, by Mary Roberts Rinehart. *Farrar & Rinehart*, \$2.

MARY OF SCOTLAND, by Maxwell Anderson. *Doubleday, Doran*, \$2.

CHARLES DICKENS, by Stephen Leacock. *Doubleday, Doran*, \$3.

TIMBER LINE, by Gene Fowler. *Covici, Friede*, \$3.

WINES, by Julian Street. *Knopf*, \$2.

CANNIBAL QUEST, by Gordon Sinclair. *Farrar & Rinehart*, \$2.50.

On sale for three days when this is written, it is the week's best seller at many stores. Selling at the rate of 2,000 copies a week.

Fourth printing. During its first 12 days' sale, out-sold any other F. & R. mystery for the last six months.

Reported a best seller of last week by six Philadelphia stores in the *Times*.

Splendid reviews. Best sales after "Work of Art" and "Anthony Adverse" at McClurg's last week.

Third printing. The best seller at six San Francisco stores listed in the *Times* last week. Brentano's, N. Y.; Corner Book Store, Ithaca; and Kroch, Chicago, are among others reporting it a best seller.

Selling 400 copies a week. Six Philadelphia stores report it their best seller of the week in the *Times*. Also good sales at Loeser's, Brooklyn; Wahr's, Ann Arbor; The Sunwise Turn, N. Y.

January best seller at Kendrick-Bellamy, Denver, with good sales in all sections of the country.

Among the stores reporting it to us as a January best seller are Gelber-Lilienthal, San Francisco; Remington, Putnam, Baltimore; Beacon Book Shop, N. Y. and D. H. Holmes, New Orleans.

Second in non-fiction sales last week at six Philadelphia stores. Other stores where it is selling well are Witkower's, Hartford; R. F. Clapp's, Albany; Kroch's, Chicago; Higbee's, Cleveland.



# January Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	January, 1934			January, 1933
	New Books	New Editions	Totals	Totals
Philosophy, Ethics .....	13	2	15	19
Religion, Theology .....	28	—	28	25
Sociology, Economics .....	27	2	29	25
Law .....	3	—	3	—
Education .....	6	—	6	4
Philology .....	5	3	8	13
Science .....	18	—	18	19
Technical Books .....	8	2	10	6
Medicine, Hygiene .....	8	—	8	12
Agriculture, Gardening .....	2	—	2	1
Domestic Economy .....	10	2	12	2
Business .....	7	—	7	5
Fine Arts .....	7	—	7	6
Music .....	4	—	4	3
Games, Sports .....	5	3	8	7
Literature, General .....	19	3	22	13
Poetry, Drama .....	36	6	42	40
Fiction .....	90	33	123	158
Juvenile .....	11	4	15	7
History .....	25	9	34	25
Geography, Travel .....	15	—	15	13
Biography, Genealogy .....	42	8	50	45
Miscellaneous .....	4	—	4	9
<b>Totals</b> .....	<b>393</b>	<b>77</b>	<b>470</b>	<b>457</b>

For January, 1933 the totals were:

New books .....	390	New editions .....	67	Totals .....	457
Increase .....	3	Increase .....	10	Increase .....	13

# BOOK MAKING

A MONTHLY DEPARTMENT

## The Fifty Books Exhibition

HARRY L. GAGE

*President of the American Institute of Graphic Arts*

WITH THE OPENING of the twelfth annual Fifty Books Show of the American Institute of Graphic Arts (February 5th, at the New York Public Library) comes the perennial outburst of discussion among the book makers which has helped this activity to become so positive an influence toward better books.

Under the committee chairmanship of Dr. Hellmut Lehmann-Haupt, a jury of well-diversified points-of-view included Joseph Blumenthal, director of the Spiral Press and instructor at the New School; William A. Kittredge, art director of The Lakeside Press, Chicago; and Carl Purington Rollins, printer to Yale University and critic for *The Saturday Review of Literature*.

Over five hundred books were entered—in contrast with ninety-seven in the first show twelve years ago, and the high mark of six hundred fifty-odd during the high tide years of American publishing. Both the books entered and the chosen fifty represent a fair cross-section of that increasing number of titles each year which receive deliberate consideration in design. The full catalog of the fifty, which appears on p. 600 of this issue, contains familiar names among the designers with a promising addition of newcomers to this annual honor roll.

As with any procedure of critical appraisal among the arts, the annual Fifty Books selection has been wholesomely controversial in its results. Members of the A. I. G. A. have been known to resign to emphasize their disagreement with the jury's judgment. Protests, threats of recessionist shows, and the other phenomena of jury aftermath have served in the end only to stir up more interest, to make

public and publishers increasingly aware of design as a factor in making books more attractive.

When Burton Emmett, collector, advertising man and former president of A. I. G. A., originated these exhibitions he fixed the purpose "to set before American typographers and publishers carefully selected examples of bookmaking of the year, models for inspiration and study, examples that might gradually raise our standards of book design and manufacture." The result, through the years, has been particularly encouraging in the field of trade books.

A decade ago trade books made sparse showings among the Fifty and the practical minds of the publishers found it difficult to reconcile in their economies of manufacture the "luxury" of typographic design and lavish materials which marked the limited editions and privately printed monumental books which characterized the lush years of post-war prosperity.

But the Fifty Books shows found a wide public. From the beginning they have traveled from coast to coast. Book lovers, printers, librarians have sponsored local showings, and the public began to respond to design. "Practical" publishers sensed a new selling note (regardless of their personal sympathies) and book manufacturers found it helpful to be able to offer the services of a designer to hard-pressed production departments. Meantime a few old houses and more of the newcomers allowed the designer a definite voice in manufacture.

Thus design has become an established factor in trade books, and their numbers have grown among the Fifty. Fully aware of the

Book 1



upon the fruits of the earth and the flesh of their cattle, and do not engage in trade. The district is perfectly healthy, and the complexion of the natives is brown.

CAMPICHU, the chief city of the province of Tanguth, is large and magnificent, and has jurisdiction over all the province. The bulk of the people worship idols, but there are some who follow the religion of Mahomet, and some Christians. The latter have three large and handsome churches in the city. The idolaters have many religious houses, or monasteries and abbeys, built after the manner of the country, and in these a multitude of idols, some of which are of wood, some of stone, and some of clay. They are all highly polished and covered with gilding. They are carved in a masterly style.

44

*Of the City of Campichu, Of the Nature of Their Idols, Of the Almanac They make use of, And the Customs of Marriage*

97

*A page from "The Travels of Marco Polo," designed by W. A. Dwiggins*

responsibility in perpetuating this annual appraisal, of the importance in shaping public taste, the Institute directors plan carefully to secure well-balanced selection. Representative juries are vital—naturally, in so limited and highly specialized a field, they vary from year to year in their group reactions. Hence the lively and helpful controversies which arise to stir the sessions of the Book Clinic, create mutterings amongst the "profession" and rarely reach the booktrade itself.

The Fifty Book jury, of necessity, comprises the designers' peers. Thus a review of the past six years shows seven men who are best known as typographic designers covering other fields of printing than books alone. Four jurors have been specialists in book design. Three collectors, two librarians, one bookseller, and one critic have served as jurors. So against the predominant element of design have been projected all the other important factors of selection, with each jury containing the broadest possible mixture.

Messrs. Blumenthal, Kittredge and Rollins devoted two full days to the selection of

the Current Show. Weighing inexpensive items against elaborate editions de luxe, they sought to recognize fitness of design in the function of a book. Thus the limitations of trade economy were quite as definite a factor in appreciating the designer's solution of his problem as were the grand manners and materials of the monumental books.

Among this year's Fifty, twenty-five items are trade books. They bear the marks of nineteen publishers.

Typographically, this year shows a predominance of Granjon, which was used for eleven books. Baskerville scored second with eight books, and Caslon followed as the selection for four books. Twenty-nine other type faces were used, some of them in combination for a given book. Hand-set books numbered fourteen. Machine faces were selected for thirty-six—a pronounced reversal of earlier years which reflects not only the enforced economies of the times but the intelligence and craftsmanship which today are achieved in the setting of the recently produced machine faces of high standard. Twenty-three books are in Linotype faces, and thirteen in Monotype.

Among the designers, Peter Beilenson of the Walpole Printing Office, and Carl Purington Rollins are represented by four books each. Three books each are credited to Edwin Grabhorn, Robert Josephy, William A. Kittredge and the combined activities of D. B. Updike and John Bianchi.

Two books each are listed from Evelyn Harter and Milton Glick.

The Walpole Printing Office, New Rochelle, N. Y., demonstrates Mr. Beilenson's former tutelage under Rudge and Fred Goudy by placing five books. The Lakeside Press, Chicago, scored four, with three books each from the Merrymount Press, Boston; the Grabhorn Press, San Francisco; and E. L. Hildreth & Co., Brattleboro, Vt.

As against this concentration among printers, it is of interest that forty-three binders are represented among the Fifty Books. Perhaps this indicates a more hardy survival among the binders through the years of lamented passing of old familiar names among the printers.

The itinerary of road showings of this exhibition will be announced later by the A. I. G. A. Booksellers will find it advantageous to promote certain of the trade books while the exhibition is in their city.



# The Fifty Books in a Depression Year

*A Conservative Show, By and Large, with Few Stunt Books*

PAUL A. BENNETT

TRADE BOOK-MAKERS should be happier about this show than they have been for several seasons. Reason: Exactly half are trade books. Most of the moaning about the percentage of trade items in past shows has, I think, been unjustified. Appreciation of the handicap under which most designers work—the inevitable rush, economy of means, and speed in production—does not hide the fact that the conception of the book as a unit has frequently been faulty.

Inferior typography with bad spacing, mediocre presswork, and worse binding have been handicaps too great for some soundly planned books to hurdle. These unfortunate factors, strangely enough in a year of sought-for savings, seem less present in this collection. This good fortune may possibly be attributed to a combination of Book Clinic activities and the generally increasing interest in better book-making. In a depression year, though, it is good to see an increasing number of trade items receive recognition by a jury whose members can't be fooled about books, and who are not, strictly speaking, trade book-makers themselves. This is no reflection on the dozen or so trade boys and girls who keep on doing a fine job year after year, or to trade men who have been jurors in the past.

We feel a flicker of disappointment by not seeing in the show the Viking Press "Aesop's Fables," with Artzybasheff wood engravings; Arthur Rushmore's Harper edition of "Shakespeare's Sonnets"; Ernst Reichl's swell trade job for Knopf in "Evelyn Prentice"; the Equinox Press "Three Blue Suits" designed by Evelyn Harter; William A. Kittredge's bright and colorful "At the Sign of the Queen Pedauque," for the Limited Editions Club, and the Harbor Press "The Angler" of Washington Irving, among others. But the present fifty, by and large, seem a good selection—though there will be some muttering about other books that "simply should have been in."

The old designing guard are well represented. Some up-and-coming youngsters (comparatively) are pushing them hard—and, quite probably, will shove some of these

sainted souls right out of the picture in a few years.

The most stimulating book from a design standpoint, to this reviewer, is Dwiggins' "Travels of Marco Polo." We're not happy about this title-page; the chapter heads and

## CHRONOLOGY of Books & Printing



BY HELEN GENTRY  
AND DAVID GREENHOOD

DECORATED BY HILDA SCOTT

Helen Gentry • 1933 • San Francisco

*Title-page of "Chronology of Books and Printing" designed by Bruce Gentry*

footnotes (which, in this instance, are run at the side and in the same size of Caslon Italic) get tangled up every so often; and, we admit, the cap lines on the color spread pages could stand more leading for reading ease. But, ladies and gentlemen, here is a book that is fresh, vital looking, and a joy to go over! Mr. Dwiggins has put so much of himself into it that the price just doesn't seem enough.

Bruce Rogers is represented by the delightful "Champ Rosé," a reprinting in smaller

# NARRATIVE

OF NICHOLAS "CHEYENNE" DAWSON (OVERLAND  
TO CALIFORNIA IN '41 & '49, AND TEXAS IN '51)  
WITH AN INTRODUCTION BY CHARLES L. CAMP  
AND COLORED DRAWINGS BY ARVILLA PARKER.



NUMBER SEVEN OF THE RARE AMERICANA SERIES  
PRINTED & PUBLISHED BY THE GRABHORN PRESS  
OF SAN FRANCISCO IN MAY, 1933.

*Title-page of one of three Grabhorn Press  
books among this year's 50 Books*

format of the Tory "Champ Fleury" letters, which is printed entirely in red and set in Centaur. This book was enthusiastically reviewed by Miss Harter many months ago in her department. It, too, is a bargain.

To keep dwelling on prize items, we direct your attention to the three Grabhorn books, all in their Rare Americana Series, that seem perilously near to being flawless. We prefer the "Narrative of Nicholas 'Cheyenne' Dawson" in generously leaded Goudy Modern, with swell line drawings by Arvilla Parker tinted in color, interesting chapter pages, and a fine binding treatment. The decorative script running heads in the "Letters of Dame Shirley" are exceptionally well handled, as is the "soft" treatment of the illustrations from 1850 letter sheets in this book. The third Grabhorn book is Wierzbicki's "California As It Is and As It May Be," which has good line illustrations by Valenti Angelo, and interesting side heads in Lutetia caps for the Caslon text.

Two designers, Carl Purington Rollins and Peter Beilinson, have four books each in the fifty. Mr. Rollins did three for the Yale Uni-

versity Press, each in Linotype Granjon—each his customary thorough and workmanlike job. His fourth, the "Adventures of Huckleberry Finn" for the Limited Editions Club, contained the original Kemble illustrations and was, we believe, the first book in America to be set in the fine English Monotype revival of the Bell type. It is, as George Macy so aptly sums it up, "Huck in good clothes."

Mr. Beilenson's handling of "An Immoral Anthology" in hand-set Metrothin, with superb decorative (and naughty) line illustrations by André Durenceau, is a joy to the eye. It should sell on sight. He did another good job with "The Hunting of the Snark," which is on "seasick" green Strathmore paper, set in Goudy's Kaatskill, and Deepdene Italic. In this book the color daubs on E. A. Wilson's line illustrations, presumably a "modern" touch, leave us cold. For Random House, Mr. Beilenson turned out a compact bibliography



## RHYMES & JINGLES

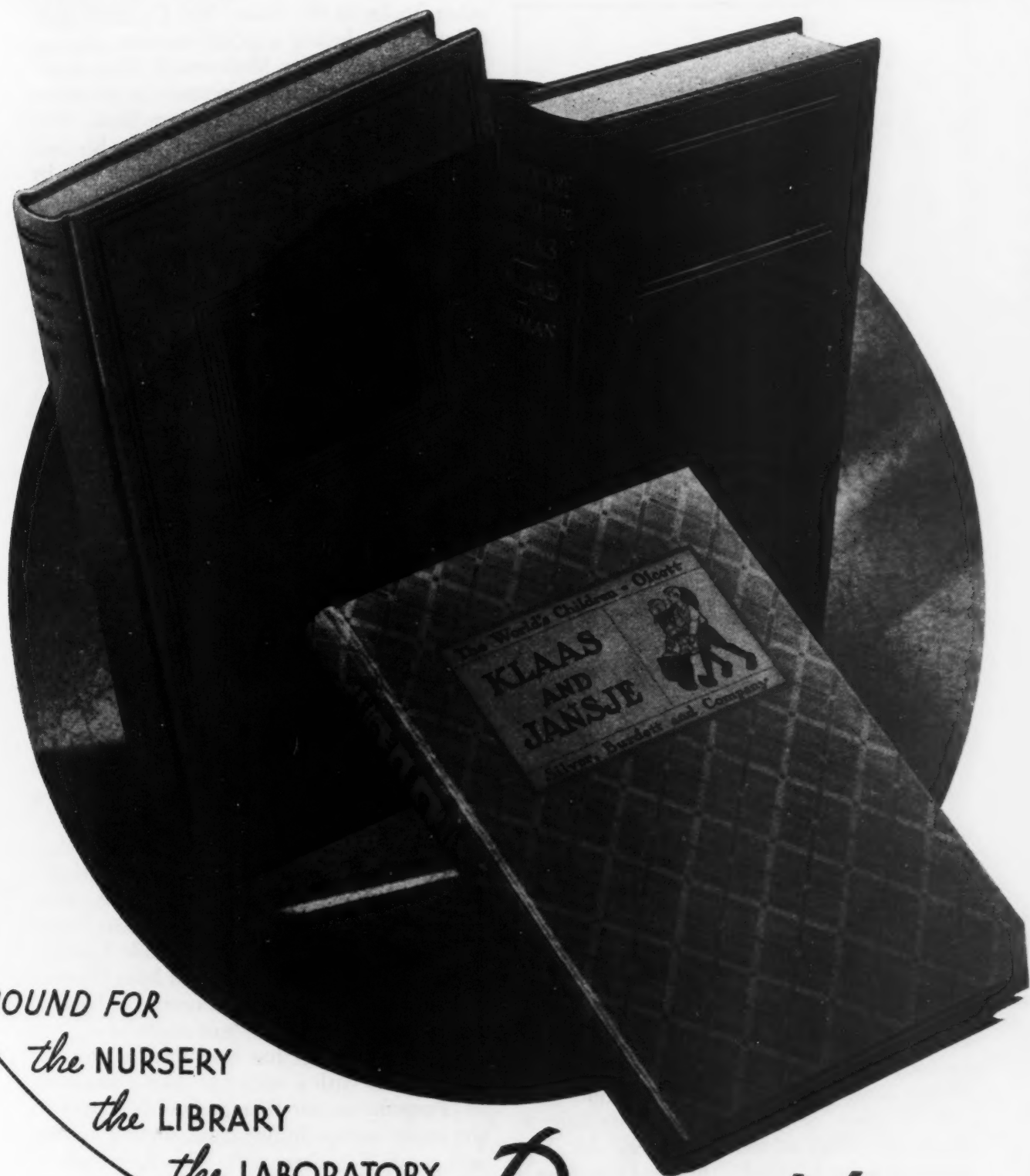
¶We begin with some jingles and old rhymes; for rhymes and jingles must not be despised. They have rhyme, rhythm, melody, and joy; and it is well for beginners to know that these are all elements of poetry, so that they will turn to it with pleasant expectation.

### CURLY LOCKS

CURLY locks! Curly locks!  
Wilt thou be mine?  
Thou shalt not wash dishes  
Nor yet feed the swine.  
But sit on a cushion  
And sew a fine seam,  
And feed upon strawberries  
Sugar and cream.

3

*Typical page from "The Cambridge Book of  
Poetry for Children" designed by Werner  
Helmer*



BOUND FOR  
the NURSERY

the LIBRARY

the LABORATORY

in *Roxite*

Three books destined for hard usage and fittingly protected against moist, sticky fingers and childish unconcern, against the constant handling received by any reference book, against the natural and unavoidable hazards of the laboratory. \* \* \* "Klaas and Jansje" by Silver, Burdett and Co., is an attractive and interesting cover treatment. The plaid, a light blue on a golden yellow background, was surface printed in sheet form. \* \* \* "Popular Libraries of the World" by the American Library Association was selected as one of the "Fifty Best Books" for its typographical excellence, general design, and format. \* \* \* "Elementary Quantitative Analysis" by D. Van Nostrand, Inc., is distinctive, conservative, and entirely appropriate for a place in the business library. \* \* \* THE HOLLISTON MILLS, Inc., Norwood, Mass. Branches at: Boston, New York, Philadelphia, Chicago, St. Louis.



# THE STUDY OF INCUNABULA

BY KONRAD HAEBLER

TRANSLATED FROM THE GERMAN

BY LUCY EUGENIA OSBORNE

WITH A FOREWORD

BY ALFRED W. POLLARD



NEW YORK  
THE GROELIER CLUB

1933

*Title-page from "The Study of Incunabula"  
designed by John S. Fass*

of Robinson Jeffers in Caslon, on paper a bit too translucent. His fourth book, "The Ghost Plays of Japan" has a fine title-page and some excellently printed four-color process plate illustrations.

One of the unique things about this show is that it contains two separate editions of the same title, "The Brothers Karamazov." Here two publishers tackled a book and aimed at different markets, and two designers had totally different manufacturing problems to solve. Since manufacturing limitations materially affect design, it isn't quite fair to single out either solution as better. Mr. Updike's, for the Limited Editions Club, was a three volume edition in Linotype Granjon, generously leaded, which had illustrations by Alexander King, and a splendid binding. Random House selected Robert Josephy to do their one volume "Karamazov," and gave him Boardman Robinson's fine illustrations to work with. Mr. Josephy also picked Granjon for the text, graced his book with a fine title-page, handled the running heads most pleasantly, and did an excellent job.

Both Mr. Updike and Mr. Josephy have two

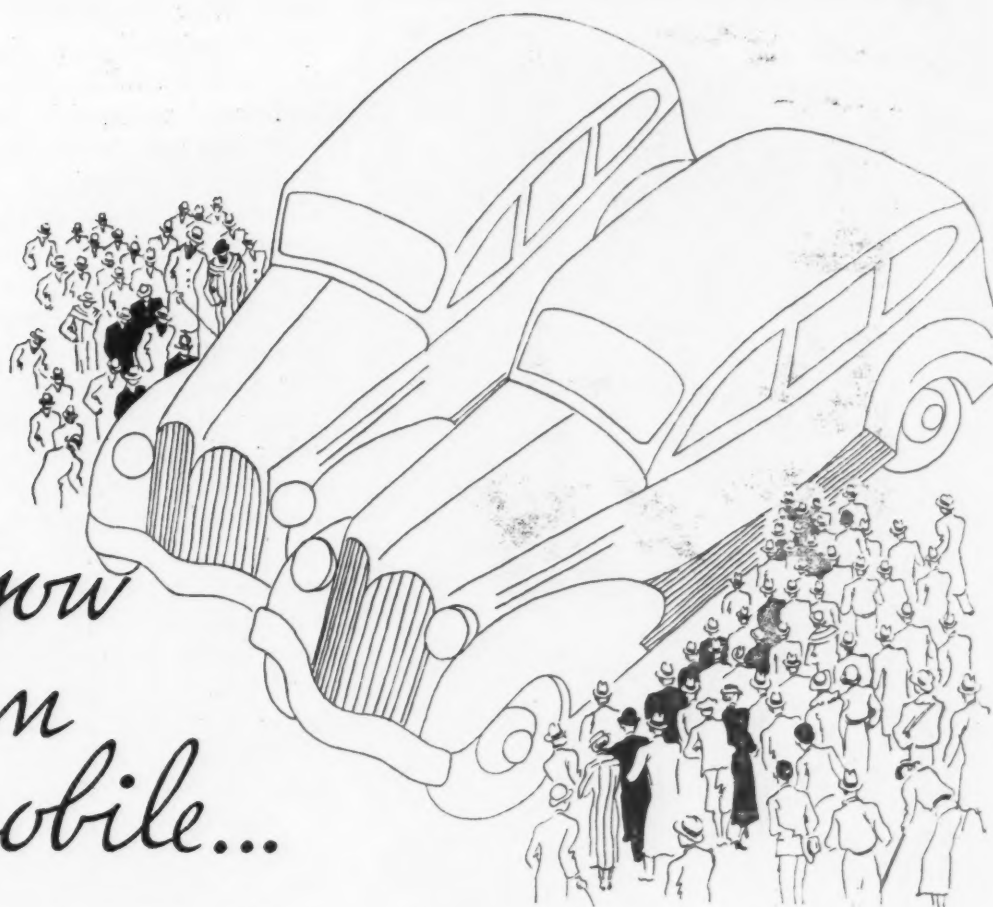
other books in the show, Mr. Updike's contributions including a grand-manner printing of "The Rockefeller McCormick Tapestries" in what might readily be termed an elephant-sized portfolio, and the Merriam book "Picturesque Word Origins," (less than his best effort) which utilized the line illustrations by L. Szanto that originally were used in periodical advertising. Mr. Josephy's other books were the Simon & Schuster "Mask of Silenus," a straightaway job in Bodoni Book; and Pearl Buck's two volume "All Men Are Brothers," on paper insufficiently opaque, for which he devised excellent chapter page treatment and positioning of initial letters.

As nominations in the direction of good trade jobs we point to three offset printed books: "Rockwellkentiana," printed at the Lakeside Press under Kittredge's eagle eye; "Paris to the Life," a delightful and informal sketch book, illustrated by Doris Spiegel and set in Estienne; and the John Day "Sky-scraper," illustrated from photographs, interestingly arranged by Wendell Roos, a youngster at book design who is coming along. "The Cambridge Book of Poetry for Children," designed by Werner Helmer, and illustrated by Gwen Raverat, was another good job, handsomely dressed and set in Baskerville.

The two Knopf books, "The Collected Verse of Robert Hillyer," designed by Sidney Jacobs and set in Estienne, and "The Boar and Shibboleth" belong in this group, as does "Julia Newberry's Diary," sympathetically treated typographically by William A. Kittredge; "The Journal of Arnold Bennett," with its fine binding design and readable Granjon text pages by Milton Glick; and Miss Harter's handling of "The People's Forests," a book so simple in feeling that it "just reads."

If any bookseller has read this far, we can reward him with a sales tip: Get a shipment of "Portraits on our Postage Stamps," paste in the actual stamps in one copy, show it around and watch the others sell. This little book of Edmund Thompson's is one of the neatest in the show, and customers need not be stamp collectors to appreciate it. Another delightful little book is the Ashlar Press "A Letter to a Very Young Lady on Her Marriage," which has drawings by Cleland and is hand-set in Lutetia. Two others, for more specialized groups, are Helen Gentry's charming format for the "Chronology of Books and Printing" also in Lutetia; and Dr. Hellmut Lehmann-Haupt's valuable (with a bow to Edmund G.

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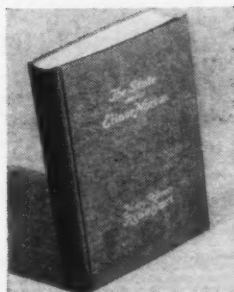
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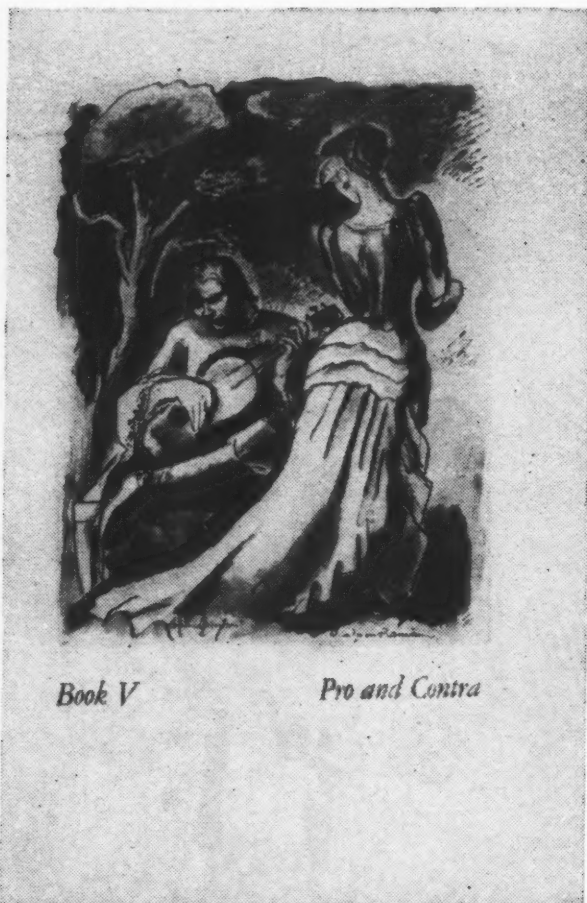
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Book V

Pro and Contra

A book-division page from *"The Brothers Karamazov"* designed by Robert Josephy

Gress) "Fifty Books About Bookmaking," which is hand-set in the Weiss type.

Devotees of fine printing will appreciate the craftsmanship of Fred Anthoenson, whose Southworth Press "Early American Children's Books" is worth a careful study; the superb presswork and composition of the Limited Edition Club's "Lyrics of François Villon," designed and printed by Joseph Blumenthal of the Spiral Press; the Grolier Club's "Study of Incunabula," designed by John Fass and exceedingly well printed at the Harbor Press;

and "West Made East with the Loss of a Day," designed and printed under the direction of Edmund Garrett, which is a bit heavy and grand mannerish, but a good job.

Artists will be thrilled by the quality of Charles W. Smith's woodcuts in "Old Charleston," a well-printed book from the Dale Press at Richmond; typographers will appreciate the ingenuity of Kittredge's treatment of the Newberry Library's "Check List of Fifteenth Century Books," with its interesting vertical extension of the running head rule; and the typographic distinction of another Kittredge-designed book, "Popular Libraries of the World," with Centaur running heads and Granjon text.

The Windsor Press "Oriental Eclogues" should have been attended to long before this, for its delightful illustrations by Paul Forster in gold and blue, and its sympathetic design by James S. Johnson, retain the feeling of the verse exceedingly well. Two more good books, simple in handling and well printed, are "The Works of John Milton," set in Granjon and produced by the Rudge Printing Company and "The Obligation of Universities to the Social Order," in Baskerville, and printed by the George Grady Press.

There are other books in the show, but our space is about up and the highlights, to this reviewer, seem to be covered. When you see the "Fifty," make a note of those you'd like to look over more carefully and try to get your hands on other copies. It's hard to judge a book adequately by looking at it through a case—yet the Institute people can't very well leave the books out in the open for inspection. You may find some in the collection you like better than those we've mentioned—in which case we may be wrong. It's this divergence of opinion, though, that makes each annual selection so interesting to view.

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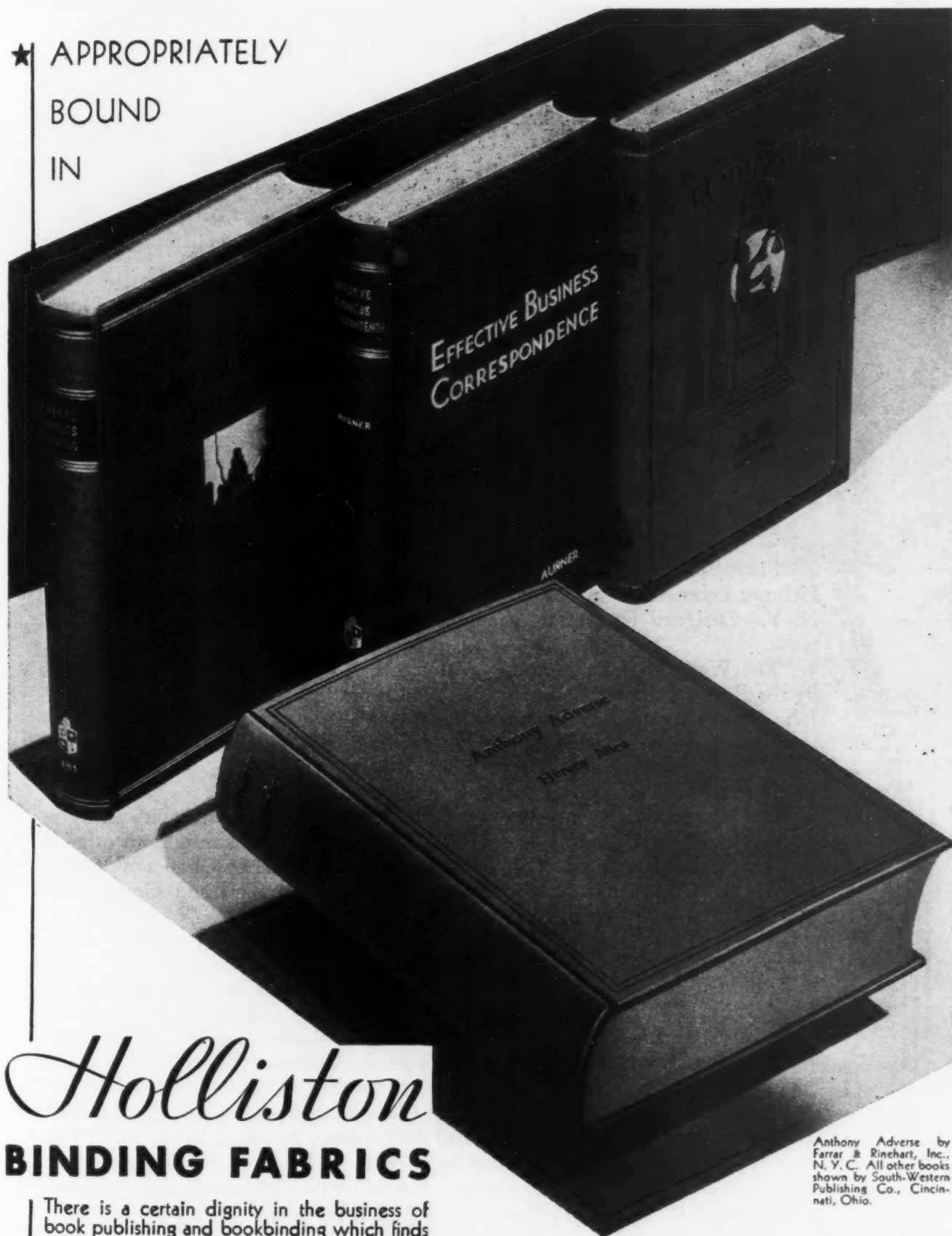
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nati, Ohio.

# Fifty Books of the Year

## AMERICAN LIBRARY ASSOCIATION, *Chicago.*

1. "Popular Libraries of the World," edited by Arthur E. Bostwick. (\$3.75). Printed and bound by R. R. Donnelley & Sons Company, Chicago. Designed by W. A. Kittredge. Centaur (headings) and Granjon (linotype). White Ambassador Eggshell wove.

## ASHLAR PRESS, THE, *Glen Head, N. Y.*

2. "A Letter to a Very Young Lady on Her Marriage," by Jonathan Swift. Illustrated. (\$3.00). 400 copies. Printed by The Ashlar Press. Designed by August and Maurice Heckscher. Drawings by T. M. Cleland. Bound by Eugene C. Lewis Company, N. Y. Lutetia (handset). Casinensis laid.

## AT THE SIGN OF THE BLUE-BEHINDED APE, *New Rochelle, N. Y.*

3. "An Immoral Anthology." Illustrated. (\$10.00). 290 copies. Printed by the Walpole Printing Office, New Rochelle. Designed by Edna and Peter Beilenson. Illustrations by André Durenceau, line cuts. Bound by George Grady Press, N. Y. Metrothin (handset). Strathmore Charcoal Book laid.

## COLUMBIA UNIVERSITY PRESS, *New York.*

4. "Fifty Books About Bookmaking," compiled, and with an introduction by Hellmut Lehmann-Haupt. (\$1.00). Printed and bound by George Grady Press, N. Y. Designed by Gustav Stresow. Weiss (handset). Arnold Unbleached wove.
5. "The Works of John Milton." Volume 8. (\$5.00). Designed and printed by the Rudge Printing Company, N. Y. Illustrations from the 1654 edition of John Milton, aquatones. Bound by the J. C. Valentine Company, N. Y. Granjon (linotype). 100% B.R. Rag wove.

## DALE PRESS, THE, *Richmond, Va.*

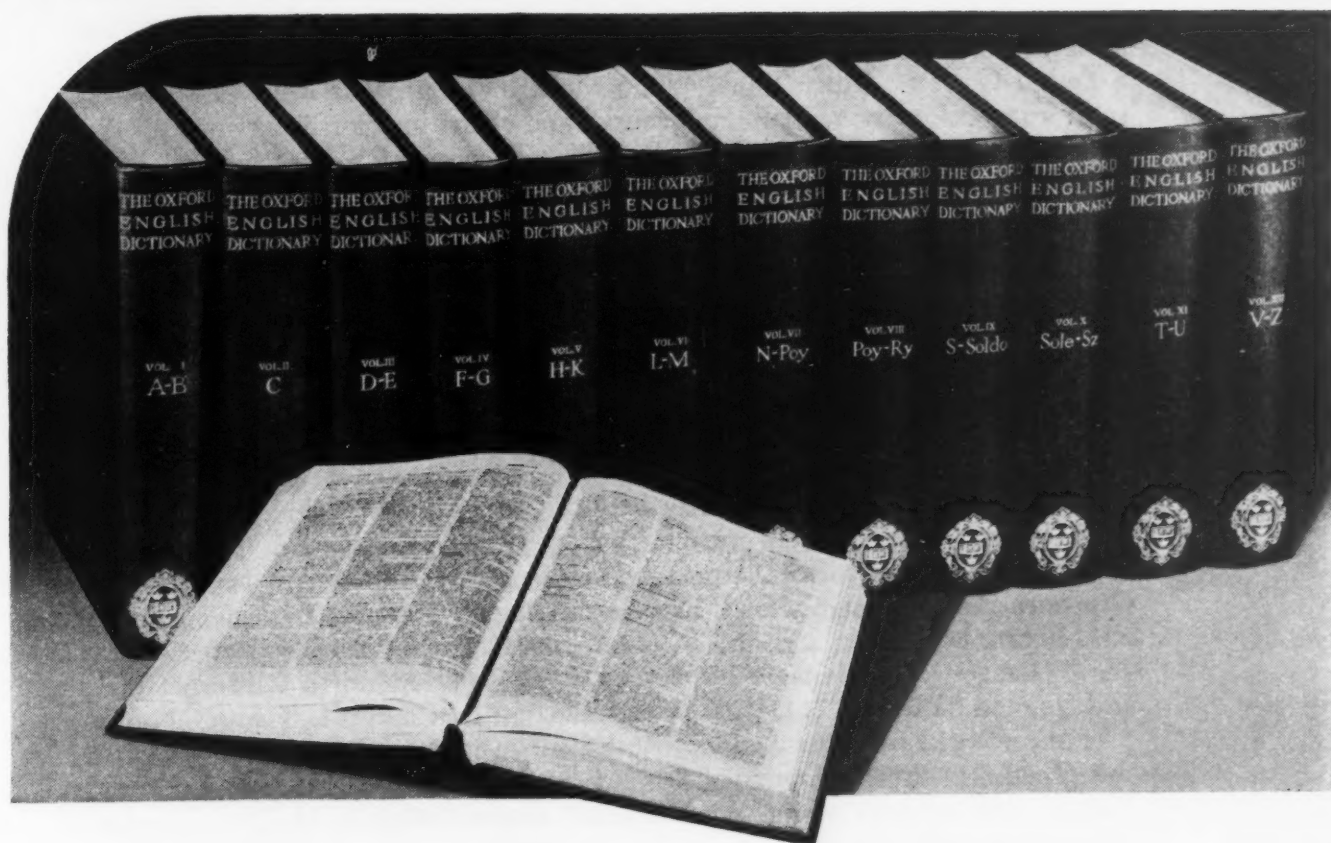
6. "Old Charleston," twenty-four woodcuts, by Charles W. Smith, with an introduction by Herbert Ravenel Sass. (\$6.00). 1550 copies. Printed from original woodblocks by Garrett & Massie, Richmond, Va. Designed by Charles W. Smith. Bound by L. H. Jenkins, Inc., Richmond, Va. Garamond and Goudy Bold (handset). Worthy Aurelian wove.

## JOHN DAY COMPANY, THE, *New York.*

7. "All Men are Brothers (Shui Hu Chuan)," translated from the Chinese by Pearl S. Buck. 2 vols. Illustrated. (\$6.50). Printed and bound by the Quinn & Boden Company, Rahway, N. J. Designed by Robert Josephy. Illustrations, reproductions from the Chinese, by letterpress. Granjon (linotype). Warren's New England Eggshell Toned laid.
8. "Skyscraper," by Elsa H. Naumburg, Clara Lambert, Lucy Sprague Mitchell. Illustrated. (\$2.00). Printed (text and illustrations) by offset, by the Jersey City Printing Company, N. J. Designed by Wendel A. Roos. Illustrations, construction photographs from various sources. Bound by the Quinn & Boden Company, Rahway, N. J. Garamond (linotype). Glat felter wove.

## GARRETT PRESS, THE, *New York.*

9. "West Made East with the Loss of a Day," a chronicle of the first circumnavigation of the globe under the United States Naval Reserve yacht pennant, July 7, 1931 to March 4, 1932, by William K. Vanderbilt. Illustrated. (\$60.00). 200 copies privately printed—50 for sale. Printed under the supervision of Edmund Garrett; text, offset illustrations and charts by the Printing House of



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HELEN GENTRY, *San Francisco.*

10. "Chronology of Books and Printing," 300 B.C.-A.D. 1932, by Helen Gentry and David Greenhood. (\$2.00). Printed by Helen Gentry. Designed by Bruce Gentry. Decorations by Hilda Scott. Bound by Leslie Saunders-White, San Francisco. Lutetia (handset). Van Gelder laid.

GRABHORN PRESS, THE, *San Francisco.*

11. "California as it is & as it may be, or A guide to the gold region," by Dr. F. P. Wierzbicki. With an introduction by George D. Lyman. Number 8 of the *Rare Americana Series*. Illustrated. (\$2.75). Printed and bound by the Grabhorn Press. Designed by Edwin Grabhorn. Illustrations by Valenti Angelo, zinc etchings. Lutetia and Caslon (monotype). Halburton Text wove.

12. "Narrative of Nicholas 'Cheyenne' Dawson" (Overland to California in '41 and '49, and Texas in '51), with an introduction by Charles L. Camp. Number 7 of the *Rare Americana Series*. Illustrated. (\$3.00). Printed and bound by the Grabhorn Press. Designed by Edwin Grabhorn. Drawings by Arvilla Parker, zinc etchings colored by Grabhorn process. Goudy Modern (handset). Van Gelder laid.

13. "California in 1851: the Letters of Dame Shirley." Introduction and notes by Carl I. Wheat. 2 vols. Numbers 5 & 6 of the *Rare Americana Series*. Illustrated. (\$5.00). Printed and bound by the Grabhorn Press. Designed by Edwin Grabhorn. Illustrations from 1850 letter sheets, zinc etchings. Centaur (monotype). Strathmore wove.

GROLIER CLUB, THE, *New York.*

14. "The Study of Incunabula," by Konrad Haebler, translated from the German by Lucy Eugenia Osborne, with a foreword by Alfred W. Pollard. (\$15.00). Printed by the Harbor Press, Inc., N. Y. Designed by John S. Fass. Bound by The Butler Ward Company, N. Y. Granjon (linotype). Worthy Text wove.

HARCOURT, BRACE AND COMPANY, *New York.*

15. "Rockwellkentiana; Few Words and Many Pictures," by Rockwell Kent, with a bibliography and list of prints by Carl Zigrosser. Illustrated. (\$3.75). Printed and bound by R. R. Donnelley & Sons Company, Chicago, under the supervision of W. A. Kittredge. Designed and illustrated by Rockwell Kent; woodblocks, line drawings, lithographs and paintings by the Donnelley Deeptone Process. Garamont (monotype). Becket Offset.

HUNTINGTON PRESS, *New York.*

16. "The Western Pony," written and illustrated by William R. Leigh, foreword by James L. Clark. (\$10.00). Designed and printed by A. Colish, Inc., N. Y. Illustrations, collotypes and line engravings. Bound by George McKibbin & Son, Bklyn. Bauer Bodoni (chapter headings) and Baskerville (English monotype). Especially made Hurlbut All-rag wove.

JAPAN SOCIETY, THE, *New York.*

17. "The Ghost Plays of Japan," by L. Adams Beck. Illustrated. 1,000 copies. Printed by the Walpole Printing Office, New Rochelle, N. Y. Designed by

23

# OF THIS YEAR'S "50 BOOKS" IN LINOTYPE FACES

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LETTERS OF ROBERT BROWNING  
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ALL MEN ARE BROTHERS (2 volumes)  
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Limited Editions Club (\$10)  
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ALFRED A. KNOPF, INC., *New York*.

18. "The Boar and Shibboleth with other poems," by Edward Doro. Illustrated. (\$3.50). 500 copies. Printed by A. D. Tate—The Bookman Press, Los Angeles. Illustrations, wood engravings by Paul Landacre. Bound by Millott, Los Angeles. Caslon (monotype). Linweave Book laid.

19. "The Collected Verse of Robert Hillyer." (\$2.00). Printed and bound by The Plimpton Press, Norwood, Mass. Designed by Sidney R. Jacobs. Blado (monotype) for heads; Fournier (monotype) front matter; Estienne (linotype) for body. Warren's New England Eggshell toned laid.

LIMITED EDITIONS CLUB, INC., *The, New York*.

20. "The Adventures of Huckleberry Finn," by Mark Twain, with a new introduction by Booth Tarkington and the original illustrations by E. W. Kemble. (\$10.00). 1500 copies. Printed by The Yale University Press, New Haven, Conn. Designed by Carl P. Rollins. Bound by the Boston Bookbinding Company, Cambridge, Mass. Bell (monotype). Worthy Text wove.

21. "The Brothers Karamazov," a novel in four parts and an Epilogue, by Fyodor Dostoevsky. The translation by Constance Garnett revised, with an introduction by Avrahm Yarmolinsky. 3 vols. Illustrated. (\$10.00). 1500 copies. Printed by D. B. Updike, The Merrymount Press, Boston. Designed by D. B. Updike and John Bianchi. Portrait illustrations by Alexander King, in offset. Bound by the Boston Bookbinding Company, Cambridge, Mass. Granjon (linotype). Rag Antique.

22. "The Dolphin: A Journal of the Making of Books." Number 1. Illustrated. (\$10.00). 1200 copies. Printed by Aldus, Inc., N. Y. Designed by Frederic Warde. Illustrations by photogravure. Bound by George McKibbin & Son, Bklyn. Scotch (linotype). Tileston & Hollingsworth especially made.

23. "The Lyrics of François Villon," done into English verse by Algernon Charles Swinburne, Dante Gabriel Rossetti, William Ernest Henley, John Payne and Leonie Adams. With an introduction by Leonie Adams. Illustrated. (\$10.00). 1500 copies. Printed by The Spiral Press, Croton Falls, N. Y. Designed by Joseph Blumenthal. Illustrations by Howard Simon, woodblocks in color. Bound by George McKibbin & Son, Bklyn. Spiral Press (handset). Worthy wove especially made.

G. & C. MERRIAM COMPANY, *Springfield, Mass.*

24. "Picturesque Word Origins," from Webster's New International Dictionary, Illustrated. (\$1.50). Printed and bound by D. B. Updike, The Merrymount Press, Boston. Designed by D. B. Updike and John Bianchi. Illustrations by L. Szanto, zinc etchings from line drawings. Janson and Garamond Bold (handset). Hamilton Mellow Book wove.

NEWBERRY LIBRARY, *The, Chicago*.

25. "A Check List of Fifteenth Century Books in the Newberry Library and in other libraries of Chicago," compiled by Pierce Butler. 850 copies. (\$5.00). Printed and bound by R. R. Donnelley & Sons Company, Chicago. Designed by W. A. Kittredge and Ernst F. Detterer. Baskerville (monotype). Hazelbourn Ivory wove.

NEW YORK UNIVERSITY PRESS, *New York*.

26. "The Obligation of Universities to the Social Order," addresses and discussion at a conference of universities under the auspices of New York University at the Waldorf-Astoria in New York, November 15-17, 1932. (\$2.00). De-





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27. "Julia Newberry's Diary," with an introduction by Margaret Ayer Barnes and Janet Ayer Fairbank. (\$2.50). Printed and bound by R. R. Donnelley & Sons Company, Chicago. Designed by W. A. Kittredge. Cover design by Douglas Lang. Illustrations, halftone portrait and line engravings. Bodoni Book (linotype). Dresden Pamphlet wove.

OXFORD UNIVERSITY PRESS, *New York*.

28. "Paris to the Life: A Sketch Book," by Paul Morand (translated by Gerard Hopkins) and Doris Spiegel. Illustrated. (\$3.00). Printed by the Jersey Printing Company, Inc., N. J. Designed by Grace Allen. Illustrations by Doris Spiegel, by offset from drawings with lithograph crayon. Bound by Braunworth and Company, Inc., Bklyn. Estienne (linotype). Standard Offset, India.

29. "The Rockefeller McCormick Tapestries: Three Early Sixteenth Century Tapestries," with a discussion of the history of the Tree of Life. Volume 1. Phyllis Ackerman. Illustrated. (\$100.00). Printed by D. B. Updike, The Merrymount Press, Boston. Designed by D. B. Updike and John Bianchi. Illustrations, Gelatine and line plates. Bound by Harcourt Bindery, Boston. Caslon and Janson (handset). Zanders Hand Made.

PETER PAUPER PRESS, *New Rochelle, N. Y.*

30. "Champ Rosé," wherein may be discovered the Roman letters that were made by Geofroy Tory and printed by him at Paris in his book called "Champ Fleury," by Bruce Rogers. Illustrated. (\$3.50). Printed by Walpole Printing Office, New Rochelle, N. Y. Designed by Bruce Rogers. Illustrations, line cuts from drawings by Geofroy Tory, redrawn by Bruce Rogers. Bound by Rudge Printing Company, N. Y. Centaur (handset). Zerkall laid.

31. "The Hunting of the Snark," by Lewis Carroll. Illustrated. (\$5.00). 275 copies. Printed by Walpole Printing Office, New Rochelle, N. Y. Designed by Edna and Peter Beilenson. Illustrations by Edward A. Wilson, line cuts in two colors. Bound by Russell-Rutter Bindery, N. Y. Kaatskill and Deepdene Italic (handset). Strathmore Saxonet wove.

PRINTING HOUSE OF LEO HART, THE, *Rochester, N. Y.*

32. "The Travels of Marco Polo," the Marsden Translation revised and edited with an introduction by Manuel Komroff. Illustrated. (\$5.00). Printed by The Printing House of Leo Hart. Designed and illustrated by W. A. Dwiggin, etchings in zinc. Bound by Van Rees Book Binding Corporation, N. Y. Poliphilus Blado, and Garamond (monotype). Warren's Olde Style wove.

G. P. PUTNAM'S SONS, *New York*.

33. "The Cambridge Book of Poetry for Children," edited by Kenneth Grahame. New edition with an unpublished poem by the editor, and illustrated. (\$2.50). Printed by Van Rees Press, N. Y. Designed by Werner Helmer. Illustrations by Gwen Raverat, line cuts from woodcuts. Bound by Van Rees Book Bindery Corporation, N. Y. Baskerville (linotype). Warren's Eggshell wove.

RANDOM HOUSE, INC., *New York*.

34. "A Bibliography of the Works of Robinson Jeffers," by S. S. Alberts. (\$10.00) 487 copies. Printed by Walpole Printing Office, New Rochelle, N. Y. Designed by Peter Beilenson. Bound by George Grady Press, N. Y. Caslon (monotype). Strathmore Smoothtex wove.

35. "The Brothers Karamazov," by Fyodor Dostoyevsky. Translated by Con-

stance Garnett. Illustrated. (\$3.50). Printed and bound by J. J. Little & Ives Company, N. Y. Designed by Robert Josephy. Illustrated by Boardman Robinson, the Knudsen Process. Granjon (linotype). Emery Offset, special finish.

SIMON AND SCHUSTER, *New York*.

36. "Mask of Silenus: A Novel about Socrates," by Babette Deutsch. (\$2.00). Printed and bound by J. J. Little & Ives Company, N. Y. Designed by Robert Josephy. Bodoni Book (linotype). Saxon Eggshell laid.

HARRISON SMITH & ROBERT HAAS, *New York*.

37. "Eva Gay: a romantic novel," by Evelyn Scott. (\$2.50). Printed and bound by Quinn & Boden Company, Rahway, N. J. Designed by Evelyn Harter. Granjon (linotype). Ticonderoga Eggshell wove, special finish.

38. "The People's Forests," by Robert Marshall. (\$2.00). Printed and bound by H. Wolff Estate, N. Y. Designed by Evelyn Harter. Baskerville (linotype). Ticonderoga wove.

SOCIETY OF AMERICAN BIBLIOPHILES, *THE, New York*.

39. "The Story of Phaeton, Son of Apollo," told for children by Joseph Gavorse. Illustrated. (\$7.50). 270 copies. Designed and printed by Joseph Gavorse. Illustrations by Ernest Fiene, line engravings, many in color. Bound by Robert Melton, N. Y. Olympia (handset). Chilham Waterleaf Handmade wove.

SOUTHWORTH PRESS, *THE, Portland, Maine*.

40. "Early American Children's Books," by A. S. W. Rosenbach, with bibliographical descriptions of the books in his private collection, foreword by A. Edward Newton. Illustrated. Regular Edition. (\$25.00). 585 copies. Printed and bound by The Southworth Press. Designed by Fred W. Anthoensen. Illustrations, line cuts, 6 hand colored. Bell, Oxford, Fry and Janson (handset). Worthy Aurelian Natural wove.

STRICKER, THOMAS PERRY, *Los Angeles*.

41. "The Town Pump: An American Comedy," by Charley Grapewin in collaboration with Anthony Hillyer. (\$2.50). Designed and printed by Thomas Perry Stricker. Title-page design by William M. Cheney. Bound by Walraven Company, Los Angeles. Garamond (handset). Broadcloth Text-India-wove.

THOMPSON, EDMUND B., *Windham, Conn.*

42. "Portraits on Our Postage Stamps," some notes on the paintings and sculptures from which they derive, and a check-list. (\$1.00). Designed and printed by Edmund B. Thompson. Bound by George McKibbin & Son, Bklyn. Bulmer (handset) and Bodoni Book (linotype). Worthy Brochure wove.

UNIVERSITY OF CHICAGO PRESS, *THE, Chicago*.

43. "What Plato Said," by Paul Shorey. (\$5.00). Printed by the University of Chicago Press. Designed by Mary D. Alexander and H. J. Bauman. Bound by R. R. Donnelley & Sons Company, Chicago. Caslon Old Style 337 (monotype). Semper Idem Eggshell wove.

VIKING PRESS, *THE, New York*.

44. "The Man of The Renaissance—Four Lawgivers: Savonarola, Machiavelli, Castiglione, Aretino," by Ralph Roeder. Illustrated. (\$3.50). Printed by the Vail-Ballou Press, Binghamton, N. Y. Designed by M. B. Glick. Illustrations, half-tones. Bound by H. Wolff Estate, N. Y. Janson (linotype). Warren's New England Eggshell wove.



45. "The Journal of Arnold Bennett 1921-1928." (\$3.00). Printed by The Stratford Press, N. Y. Designed by M. B. Glick. Bound by the American Book Bindery, N. Y. Granjon (linotype). Warren's No. 66 Text wove.

**E. WEYHE, New York.**

46. "Edward Weston. The Art of Edward Weston," by Merle Armitage, foreword by Charles Sheeler, appreciation by Lincoln Steffens, prophecy by Arthur Millier, estimate by Jean Charlot. Illustrated. (\$12.50). 550 copies. Printed by Will A. Kistler, Los Angeles. Designed by Merle Armitage. Illustrations, halftone reproductions from Edward Weston's photographs. Bound by Earle A. Gray, Los Angeles. 18 point recut Bodoni (monotype). Artisan enamel.

**WINDSOR PRESS, THE, San Francisco.**

47. "Oriental Eclogues," by William Collins. Illustrated. (\$7.50). 150 copies. Printed by the Windsor Press. Designed by James S. Johnson. Illustrations by Paul Forster, line etchings. Bound by H. A. Netzler. Baskerville Italic (handset). Les Bibliophiles wove.

**YALE UNIVERSITY PRESS, New Haven, Conn.**

48. "Il Libro Dell 'Art: The Craftsman's Handbook," Cennino D'Andrea Cennini da Colle Di Val D'Elsa, translated from the Italian by Daniel V. Thompson, Jr. Illustrated. (\$2.00). Printed by E. L. Hildreth, Brattleboro, Vermont. Designed by Carl Purington Rollins. Illustrations, halftone and line engravings. Bound by the Boston Bookbinding Company, Cambridge, Mass. Granjon (linotype). Oxford wove.

49. "Legends of Angria," compiled from the early writings of Charlotte Brontë, by Fannie E. Ratchford, with the collaboration of William Clyde DeVinne. Illustrated. (\$3.50). Printed by E. L. Hildreth & Company, Brattleboro, Vermont. Designed by Carl Purington Rollins. Illustrations, halftones and line engraving. Bound by the Boston Bookbinding Company, Cambridge, Mass. Granjon (linotype). Mill 360 Eggshell wove.

50. "Letters of Robert Browning," collected by Thomas J. Wise, edited with an introduction and notes by Thurman L. Hood. Illustrated. (\$3.50). Printed by E. L. Hildreth & Company, Brattleboro, Vermont. Designed by Carl Purington Rollins. Illustrations, halftones. Bound by the Boston Bookbinding Company, Cambridge, Mass. Granjon (linotype). Oxford wove.

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Otto Maurice Forkert

### Forkert Joins Cuneo Press

THE CUNEO PRESS, with its large plants in Chicago, Philadelphia, Milwaukee and New York, announces the appointment of Otto Maurice Forkert as director of a new Department of Design and Layout.

Mr. Forkert has for the past summer been directing the work of the old printing shop at the World's Fair where the Gutenberg Museum's exact reproduction of Gutenberg's press has been in operation as an educational exhibit sponsored by Cuneo. Mr. Forkert was, for this work, given leave of absence from the Art Institute of Chicago where he has been instructor in typography.

He was born in Zurich in 1901 and later graduated from the Graphic Arts Academy in that city. After several years of study in European printing institutions he came to America in 1922; and was graduated from the Chicago School of Printing in 1925. He is well grounded in all the traditions of the art and craft of printing but has the modern touch in matters of design.

Mr. Forkert's establishment at an important post in the production of American printing gives additional evidence of the significance of the coming of designers from Europe who have in recent years found a welcome in America. Lucien Bernhard of Stuttgart has found his fine type designs widely acceptable; Alfred de Sauty, trained

in London, has directed the Donnelley hand bindery for ten years; Otto W. Fuhrmann of Stendal, Germany for the past five years has been director of Division of Graphic Arts at New York University; Dr. Hellmut Lehmann-Haupt, student of the arts of the book in the universities of Berlin, Frankfort and Vienna, is now curator and lecturer at Columbia; Ernst Reichl, student of art and literature in the German universities of Berlin, Freiberg and Munich, is now typographer at the H. Wolff Estate plant; Werner Helmer, who learned book selling and book designing in Leipzig, has been for the past five years designer at the Van Rees Press; David Gustafson of Stockholm, graduate of American Universities, is now head of the department of printing at the Carnegie Institute of Technology, Pittsburgh; Gustav Stresow from Frankfort is now with the New York office of the Bauer Type Foundry.

### Nash Celebrates Recovery

JOHN HENRY NASH has printed Longfellow's poem "The Lighthouse" in a handsome broadside for his friends, and dedicated the printing to President Roosevelt on the occasion of announcement by California's State Recovery Committee that the state is "40% recovered and will go over the top in the spring."

### Bookmaking Course

THE FIRST OF TEN informal weekly lectures on bookmaking to be given by Robert Josephy has been scheduled for Wednesday evening, February fourteenth, at a place to be announced later. The talks will cover all of the steps of book designing and production, including typography, decoration, illustration, mechanical methods, paper and binding materials, and reproduction processes. They are planned especially for men and women in publishing and printing offices, but any-

one interested in the aesthetics, the technics, or the economics of book making is invited to join, and is asked to communicate with Mr. Josephy at 111 East 26th Street, New York.

Last year a second series of meetings, for those with more experience, was devoted to the solution by the participants of actual designing problems, and other experimental work, and this course will also be repeated if there are enough applicants qualified for this advanced work.

### Dard Hunter Exhibition

AN EXHIBIT OF THE BOOKS written and made by Dard Hunter has been a feature at the Jones Library at Amherst under the direction of Charles R. Green. Dard Hunter, who is now in the Far East studying paper-making methods, began his work in decorative designs, stained glass and pottery. In recent years bookmaking had consumed his entire time and attention. He has published books of his own writing for which he has made the paper, designed the type, printed and bound the book in his own home. Two of his books are on exhibit at the Smithsonian Institute, and on a label in the case one may read, "In the entire history of printing these are the first books that have been made in their entirety by the labor of one man."

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## Bullen Awarded A. I. G. A. Medal

THE JANUARY MEETING of the American Institute of Graphic Arts was held in the famous library of the American Type Founders Company in Jersey City, and Henry Lewis Bullen, librarian and founder of the Typographic Museum and Library was tendered the Gold Medal of the Institute, which is awarded from time to time to those who have made outstanding contributions to the development or practice of the graphic arts. Harry L. Gage, president of the Institute, presided, and Frederic G. Melcher made the presentation for the Awards Committee. The members were welcomed by T. R. Jones, president of the American Type Founders Company, and Mr. Bullen gave reminiscences of the development of the collection, which fills to overflowing the finely-equipped room. The guests, who wandered at will among the shelves and cases under the guidance of Mr. and Mrs. Bullen, felt that they might be seeing the collection for the last time in these familiar surroundings, as the Company, under the common pressure of the times, is offering the Museum and Library with all its contents for sale as a unit.

Mr. Bullen, whose vision and tireless energy built up these famous collections, was born in Australia in 1857. At eighteen he came to America and worked as a journeyman printer in a dozen cities before becoming sales manager for a Boston printing machine concern of Golding, for whom he edited the *Printers' Review*. After three years as sales agent for machinery in Australia he returned to New York and soon became identified with the great American Type Founders Company which was expanding its patents and plant. In 1906, while still sales manager fighting for markets with imagination and energy, he conceived the idea of a national museum and library of printing, and, when the public did not respond to the idea, he persuaded President Nelson of the American Type Founders Company to allow him to lay the foundations of Museum and Library by bringing together at the Communipaw headquarters all the specimen books and early apparatus that the Company has found in the plants it had taken. The conception of a great collection grew in Mr. Bullen's mind, a collection which should visualize the preeminent place that printing has



*Henry Lewis Bullen, librarian of the Typographic Museum and Library, who has been awarded the Gold Medal of the A. I. G. A.*

had in civilization from the earliest tablets to the modern Kelly Press and should by its easy and general access be a stimulus to the whole world of the graphic arts. Today the catalog includes over 80,000 items, which are housed in a hall of 5,000 square feet. Thousands of students and scores of great designers have come to the library for stimulus and research; exhibits from its riches have traveled the country; correspondence and queries from all over the world have been answered. Mrs. Bullen, herself a trained librarian, has worked side by side with Mr. Bullen in the arduous task of gathering, classifying and putting the books to use.

Every period of printing can be studied here. There are sixty incunabula selected for their interest to printers. These include the Canon Missae of Fust and Schoeffer, 1458, the prize of the collection, and eighteen Ratdolt. Then books of Jenson, Aldus, Estienne, Tory, Plantin, Elzevir, Didot, Bodoni, Baskerville, Bulmer, collections of all the great English presses, of France, Netherlands, Italy, Germany, and others; American printing including representative collections of DeVinne, Updike, Rogers, Goudy, Grab-

horn, Nash, and others. An irreplaceable collection of specimen books, much rare Frankliniana. Extended collections on type founding, bookbinding, freedom of the press, paper-making, proof reading, etc. There are rare prints and autographs, statuary and painting, early presses and old printing shop material. Such a collection is a monument to the indefatigable collector and to the institution which gave his plans continuous support.

### New School Offers Course in Book Designing

A NEW TERM for the course in Book Design and Production will begin in February under the direction of Joseph Blumenthal at the New School for Social Research, 66 West 12th Street, New York City. Instruction will cover every step in the building of a book: layout, decoration, selection of type and paper, composition and general shop practice, make-ready, printing and binding. The course is planned to prepare each student, as a working amateur, to set up his own press, or in the commercial field, to give him competence to solve with some distinction the problems put before him.

Facilities offered to the students include hand presses, an adequate range of the newer type faces and all other equipment called for in the making of books in the craftsmanly tradition. During the fall term the students set in type an article for the forthcoming *Colophon* as well as some small books. Illustrators, art-directors, publishers and mere beginners are included in the group eligible for the course.

### Library Has Working Press

A SEQUEL to the publication of "The Warden" in an edition especially suited to libraries by the Pratt Institute Free Library in Brooklyn last year was the establishment of a small working press in the reclaimed basement of the Library. The press is known as "The Bookman Press" and was made possible by Harold I. Pratt at the suggestion of Edwin De T. Bechtel. "Although the press cannot be largely productive," says the annual report of the Librarian, Edward F. Stevens, "it can be effectively demonstrative to students and amateurs of the craft."



ULYSSES BY JAMES JOYCE

FIRST AMERICAN EDITION, PUBLISHED BY RANDOM HOUSE, NEW YORK, 1934. COPYRIGHT, 1918, 1919, 1920, BY MARGARET CAROLINE ANDERSON. COPYRIGHT, 1934, BY THE MODERN LIBRARY, INC. PRINTED AND BOUND IN THE U. S. A. BY H. WOLFF, NEW YORK CITY. DESIGNED BY ERNST REICHL.

*Ernst Reichl has supplied a very unusual format for the Random House edition of "Ulysses," the title-page of which is shown here. A full page initial is used as a chapter heading for each of the three books, and binding and jacket carry out the unusual feeling of the book. The jacket, with its unique lettering design is particularly effective in attracting attention when the book is on display. In the text Mr. Reichl was faced with many difficult problems, due to the fact that Joyce's style is consciously varied with the various chapters of the book. These problems have been very nicely handled*

### Supplementary Type Book Issued

THE STRATFORD PRESS and American Book Bindery have supplemented their Type Specimen Book issued a short time ago by a second volume listing fonts which have been added since the first book was issued. The volume includes an index which covers both books. Among the types newly added are Linotype Baskerville with italics and small caps, Caslon Number 2, Caslon Old Face, and among foundry faces Baskerville, Futura Light, Neuland, Sans Serif Bold Monotype and Weiss Italics.

# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**Ar:** Fine Arts  
**Bi:** Biography  
**Bu:** Business

**Dr:** Drama  
**Ec:** Economics  
**Fi:** Fiction

**Hi:** History  
**Ju:** Juveniles  
**Mu:** Music

**Po:** Poetry  
**Re:** Religion  
**Sc:** Science

**Sp:** Sports  
**Tr:** Travel

## Adamic, Louis

The native's return; an American immigrant visits Yugoslavia and discovers his old country. 376p. il., map O c. N. Y., Harper 2.75

The author, who described his experiences as an immigrant in America in "Laughing in the Jungle," now tells of his return to his native country after nineteen years. He describes the land and people of Yugoslavia vividly and sympathetically.

## Alcott, Louisa May

Little women, or, Meg, Jo, Beth, and Amy. 532p. il. (col.) D (Orchard House ed.) '34, c. '96-'15 Bost., Little, Brown 1.00

Little men; life at Plumfield with Jo's boys; a sequel to "Little Women." 381p. il. (col.) D (Orchard House ed.) '34, c. '99-'01 Bost., Little, Brown 1.00

Jo's boys, and how they turned out; a sequel to "Little Men." 358p. il. (col.) D (Orchard House ed.) '34, c. '86-'25 Bost., Little, Brown 1.00

These three books tell the complete story of the "little women."

## Alexander, Vera Constance

Story games for everybody. 126p. D '34 Phil., Lippincott 1.00

Puzzle stories and games for children to play alone or in groups.

## Alford, L. P., ed.

Cost and production handbook. 1577p. il. S '34 N. Y., Ronald Press flex. cl., 7.50

## Anderson, Maxwell

Mary of Scotland; lim. ed. 156p. '33 Wash., D. C., Anderson House, 734 Jackson Pl. lea., 6.00

## Anonymous

Affecting account of the misfortunes of Mrs. Howe, circa 1815. [Indian cruelty] 54p. front. O (Mag. of Hist., extra no. 190) '33 N. Y., Wm. Abbott, 189 Madison Ave. pap., 5.00

**Anti-depression legislation;** a study of the acts, corporations, and trends growing out of the "battle with depression." 188p. (bibl. footnotes) O [c. '33] N. Y., Amer. Inst. of Banking, 22 E. 40th St. pap., 1.50

## Arbiter, Petronius

The Satyricon; in the translation attributed to Oscar Wilde. 493p. il. O (Dollar b'ks) ['34, c. '27] N. Y., Covici, Friede 1.00

## Aspley, John Cameron [George Dartnell, Cameron McPherson, pseud.]

Steps to the order. 128p. S [c. '34] Chic., Dartnell Corp. bds., 1.00; lea. cl., 1.50

A summary of methods successfully used in creative selling, as taken from sales manuals of leading organizations.

## Bacon, George W.

Life and administration of Abraham Lincoln. 56p. O (Mag. of Hist., extra no. 188) '33 N. Y., Wm. Abbott, 189 Madison Ave. pap., 5.00

## Balmer, Edwin

Dragons drive you. 289p. D '34, c. '33, '34 N. Y., Dodd, Mead 2.00

The romance of Agnes Gleneith, who married Jeb Braddon, ambitious young Chicago broker, a decade ago, when America began to feel the driving force of money power.

## Balmer, Edwin and Wylie, Philip

When worlds collide. 352p. D (Copyright fiction) [c. '32, '33] N. Y., Burt .75

## Banking and transportation problems.

(bibl. footnotes) diagrs. O (Annals, v. 171) c. Phil., Amer. Acad. of Political and Social Sci. pap., 2.00

The articles contained in the first section, "Reforming the American Banking System," are edited by F. Cyril James; those in the second section, "The Reorganization of the Transportation System of the United States," by G. Lloyd Wilson.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.



- Baring, Maurice** **Bi**  
Sarah Bernhardt. 162p. (bibl. footnotes) front. (por.) D (Appleton biographies) c. N. Y., Appleton-Century 1.50  
A portrait of Sarah Bernhardt, the great French actress, and her career.
- Barnes, Harry Elmer** **Ec**  
Money changers versus the New Deal; a candid analysis of the inflation controversy. 150p. (2p. bibl. and bibl. footnotes) front. (diagr.) D c. N. Y., Long & Smith 1.00  
A survey of the history of money and our present monetary position, in which the author claims that some sort of inflation is necessary to preserve capitalism.
- Benns, Frank Lee** **Hi**  
Europe since 1914; rev. ed. 876p. (64p. bibl.) il., maps O '34, c. '30, '34 N. Y., Crofts 5.00
- Bentley, Phyllis Eleanor** **Fi**  
A modern tragedy. 443p. D c. N. Y., Macmillan 2.50  
A dramatic novel, laid in the Yorkshire countryside, about Walter Haigh, his love and his work in the textile industry.
- Breitigam, Gerald**  
Dare to live. 238p. D [c. '34] N. Y., Falcon Press 2.00  
The Feature Editor of the New York *World-Telegram* tells how everybody can get more out of life—how to advance morally, intellectually, and in business, and to formulate an intelligent pattern of living.
- Buck, Pearl Sydenstricker [Mrs. John Lossing Buck]** **Fi**  
The good earth. 374p. O (Novels of distinction) [c. '31] N. Y., Grosset 1.00
- Bulliet, Clarence Joseph**  
The courtesan Olympia; an intimate survey of artists and their mistress-models. 210p. il. O (Dollar b'ks) [c. '30] N. Y., Covici, Friede 1.00
- Bunin, Ivan Alexsievich** **★ Fi**  
The well of days; tr. from the Russian by Gleb Struve and Hamish Miles. 305p. D c. N. Y., Knopf 2.50  
A novel of Russia in the old régime, which is really the story of the author's youth. By the winner of the Nobel Prize for Literature in 1933.
- Bye, Raymond Taylor and Hewett, William Wallace** **Ec**  
Applied economics; the application of economic principles to the problems of economic life; 2nd ed. rev. 703p. (bibl. notes) diags. O '34, c. '28, '34 N. Y., Crofts 3.75
- Campbell, T. Beverly**  
Virginia oddities; a scrapbook. 128p. D '33 c. Richmond, Va., Dietz Press bds., 2.00  
Facts and incidents of Virginia life and history.
- Carleton, Patrick** **Fi**  
The hawk and the tree; a novel. 357p. D [c. '34] N. Y., Dutton 2.50  
A story, with an English setting, about modern youth in search of reality.
- Carpenter, Edward Childs** **Dr**  
Connie goes home; a comedy in four acts [rev. ed.]. 113p. il., diags. S (French's standard lib. ed.) c. '21-'34 N. Y., S. French pap., .75
- Carré, John F.** **Mu**  
The psychology of piano teaching; a text book for teachers, students and parents. 95p. (7p. bibl.) il., diags. D [c. '33] Racine, Wis., Author, 219—6th St. 1.50
- Chambers, Robert William** **Fi**  
War paint and rouge. 376p. D (Copyright fiction) [c. '31] N. Y., Burt .75
- Chase, Arthur M.** **Fi**  
Murder of a missing man. 252p. D (Red badge b'ks) c. N. Y., Dodd, Mead 2.00  
What is the connection between the murder of a New York playboy, and the death of an unknown on a transcontinental express train?
- Cheadle, John B. and others** **Ec**  
No more unemployed. 124p. D c. Norman, Univ. of Okla. Press 1.35  
A proposed technique for making the processes of production and distribution continuous during transitional epochs such as the present.
- Childs, Marquis W.** **Ec**  
Sweden: where capitalism is controlled. 32p. D (John Day pamphlets no. 39) [c. '34] N. Y., John Day pap., .25  
A description of the planned economy of Sweden, where the object has been a high standard of living.
- Church, Benjamin. M.D.**  
Oration on Boston Massacre, 1770. 64p. O (Mag. of Hist. extra no. 186) '33 N. Y., Wm. Abbatt, 189 Madison Ave. pap., 5.00
- Church, Richard** **Fi**  
The prodigal father. 317p. D [n. d.] N. Y., John Day 2.50  
A misunderstood and misunderstanding husband and father seeks consolation in a love affair with a woman with whom his son also falls in love.
- Cobb, Elizabeth [Mrs. Alton A. Brody]** **Fi**  
She was a lady. 316p. D [c. '33, '34] Ind., Bobbs-Merrill 2.00  
The daughter of an English remittance-man (without the remittance) escapes from Acoola, Montana, via a circus, and comes, at last, to her father's ancestral home.
- Conner, Rearden** **Fi**  
Shake hands with the devil. 304p. D c. N. Y., Morrow buck., 2.50  
A novel of the violent days of the Irish rebellion of 1918-1922.
- Bemis, Harold Edward**  
Veterinary surgical operations. 348p. il., diags. O [c. '33] [Upper Darby, Pa., Hazel H. Bemis, 7009 Hilltop] 3.30
- Besso, Henry**  
Spanish word list. 72p. D '33 N. Y., Globe B'k pap., .20
- Books of the year for children, 1933; a selection for various ages and varied tastes.** 23p. D [c. '33] N. Y., Child Study Ass'n of America pap., .10
- Carpenter, Frances**  
Our neighbors near and far; my geography work-
- book. 95p. il., maps, diags. O (Our world and ourselves ser.) [c. '34] [N. Y.], Amer. B'k pap., .24
- Chapin, F. Stuart**  
The measurement of social status by the use of the social status scale 1933. 16p. O '33 Minneapolis, Univ. of Minn. Press pap., .25
- Clark, J. Allen and Quisenberry, K. S.**  
Distribution of the varieties and classes of wheat in the United States in 1929. 75p. maps O (U. S. Dept. of Agri. circular no. 283) '33 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap., .10

- Corliss, Mrs. Allene** **Fi**  
That girl from New York. 313p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- Cotton, Paul** **Re**  
From Sabbath to Sunday; a study in early Christianity. 184p. (3p. bibl.) D '33 c. Bethlehem, Pa., Author, 453 Vine St. 1.50  
The development of the Sabbath into Sunday, with the relative Jewish and pagan contributions, and sidelights on the emergence of Christianity from Judaism.
- Crapsey, Adelaide** **Po**  
Verse; new ed. 132p. front. (por.) D '34, c. '15-'34 N. Y., Knopf bds., 2.00  
Containing twenty additional poems and fragments never before published.
- Creange, Henry** **Ec**  
The guilds of America. 240p. (3p. bibl.) diagrs. Q [c. '34] N. Y., Guilds of America Found., Suite 229, Hotel Vanderbilt flex. lea. cl., 3.75  
A plan for reorganizing American industry under the NRA into a modernized form of the old guild system, specifically to aid small businesses and decentralize industry.
- Crestage, Edgar** **Hi**  
The Portuguese pioneers. 352p. maps O (Pioneer histories) '33 N. Y., Macmillan 4.50
- Crofts, Freeman Wills** **Fi**  
Wilful and premeditated; an Inspector French detective story. 343p. D (Red badge b'ks) c. N. Y., Dodd, Mead 2.00  
The murder of Andrew Crowther on the London-Paris plane presents Inspector French with a complicated puzzle.
- Dane, Clemence, pseud. [Winifred Ashton] and Addinsell, Richard** **Dr**  
Come of age; the text of a play in music and words. 116p. D c. Garden City, N. Y., Doubleday 1.50  
A phantasy in verse about the tragic boy-poet, Thomas Chatterton, recently produced in New York.
- Davison, Archibald Thompson**  
Protestant church music in America. 191p. O [c. '33] Bost., E. C. Schirmer Music Co., 221 Columbus Ave. lea. cl., 2.50  
A professor of music in Harvard University proposes an ideal in Protestant church music and describes the means and material suitable for its realization. A book for ministers and organists.
- Dell, Ethel May [Mrs. G. T. Savage]** **Fi**  
The silver bride. 323p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- d'Erigny, Simone** **★ Fi**  
The mysterious Madame S; tr. from the French
- by Elisabeth Abbott. 305p. D [c. '34] Phil., Lippincott 2.00  
The mystery story which won the French Prix du Roman d'Aventures of 1933.
- Eagan, Mrs. Alberta Stedman** **Fi**  
The unfinished day. 316p. D [c. '34] N. Y., Macaulay 2.00  
Ben McNeal was defeated by his desire for success and wealth, which robbed him of real love and happiness.
- East, Roger, pseud. [Roger d'Este Burford]** **Fi**  
Murder rehearsal. 274p. D '34, c. '33 N. Y., Knopf 2.00  
An English detective story writer is horrified when he discovers that, in real life, someone is paralleling the three murders which occur in the book he is even now writing.
- Farrell, James T.** **Fi**  
The young manhood of Studs Lonigan. 412p. O [c. '34] N. Y., Vanguard 2.50  
The story of Studs Lonigan, an Irish-American, who grew up in a lower middle-class, rather tough, district of Chicago. A continuation of the author's first novel, "Young Lonigan."
- Fielding, Archibald** **Fi**  
The Upfold Farm mystery. 284p. D (Copyright fiction) [c. '34] N. Y., Burt .75
- Finger, Charles Joseph** **Ju**  
The Magic Tower; il. by Helen Finger. 118p. D [c. '34, c. '33] [N. Y., Duffield & Green] bds., 2.00  
A story about Ann, who one day stepped into a world far into the future and learned about all the wonders of life in that time.
- Ford, Lester R.**  
Differential equations. 263p. il. O '33 N. Y., McGraw-Hill 2.50
- Foster, George Sanford, M.D.**  
The art of living. 141p. O [c. '33] Bost., Christopher 2.50  
A doctor describes his methods for attaining a good and healthy life.
- Foster, Sir William** **Hi** *1 copy*  
England's quest of eastern trade. 355p. O '34 N. Y., Macmillan 4.50 *two*
- Gardner, Erle Stanley** **Fi**  
The case of the lucky legs. 282p. D c. N. Y., Morrow 2.00  
Perry Mason, the lawyer who believes in going out to hunt up his own evidence, instead of letting police and detectives do it, accepts the case of a beauty-contest winner who has been victimized out of the proceeds.
- Creskoff, Jacob J.**  
Dynamics of earthquake resistant structures. 138p. (bibl.) diagrs. O c. N. Y., McGraw-Hill 2.50
- Economic survey of motor vehicle transportation in the United States, An.** 233p. (bibl. footnotes) diagrs. O (Special ser. no. 60) '33 Wash., D. C., Bureau of Railway Economics pap., apply
- Fairweather, George O.**  
Wanted: intelligent local self-government; restoring the parties to the people. 60p. D [c. '34] Chic., Univ. of Chi. Press pap., .25
- Falk, Henry Charles, M.D.**  
Operating room procedure for nurses and internes; [rev. ed.]. 435p. il., diagrs. D c. N. Y., Putnam 3.00
- Frederick, Frank Forrest**  
Simplified mechanical perspective, for the use of high schools, technical and manual training high schools, evening industrial schools and art schools; rev. ed. 58p. il., diagrs. O c. '33 Peoria, Ill., Manual Arts Press pap., .70
- Gadow, H. F.**  
The evolution of the vertebral column; a contribution to the study of vertebrate phylogeny; ed. by J. F. Gaskell and H. L. H. H. Green. 369p. (16p. bibl.) il. diagrs. (pt. col.) O '33 [N. Y., Macmillan] 6.75
- Geddes, Virgil**  
The melodramadness of Eugene O'Neill. 48p. D (Brookfield pamphlets, no. 4) c. Brookfield, Conn., Brookfield Players pap., .25  
The theatre of dreadful nights. 22p. D (Brookfield pamphlets, no. 3) c. Brookfield, Conn., Brookfield Players pap., .25

- Gillis, Adolph** **Fi**  
 Revolution; a novel. 220p. D [c. '34] N. Y., Duffield & Green 2.00  
 The story of Leonard Stone is also an account of revolution sweeping over America in 1936.
- Glines, Ellen** **Po**  
 Garden untended [lim. ed.]. 126p. D '33 c. Portland, Me., Mosher Press bds., 2.00  
 Many of these poems have appeared in American periodicals.
- Glyn, Mrs. Elinor Sutherland** **Fi**  
 Such men are dangerous. 256p. D ['34, c. '33] N. Y., Macaulay 2.00  
 The story of a man who was tiresome and unattractive to his wife, but who later became attractive to all women.
- Graham, Carroll** **Fi**  
 Border town. 309p. D c. N. Y., Vanguard 2.00  
 A story of the floating population of a vice-ridden town on the Mexican-California border.
- Hall, Clarence W.** **Bi**  
 Samuel Logan Brengle, portrait of a prophet [foreword by Evangeline Booth]. 399p. front. (por.) O [c. '33] N. Y., Salvation Army, 120 W. 14th St. 1.50  
 A biography of a well-known Commissioner in the Salvation Army who served its cause for nearly a half century.
- Hancock, Natalie Morris** **Ju**  
 Peterpuck. 95p. il. (pt. col.) O ['33] [Wash., D. C., Natalie, Inc., 3308—14th St.] 2.00  
 A fairy tale.
- Hathaway, Benjamin A.** **Hi**  
 One thousand and one questions and answers in general history; rev. and enl. ed. 256p. S (Question and answer b'ks) '33 N. Y., Noble & Noble .75
- Hecht, Ben**  
 A thousand and one afternoons in Chicago. 288p. il. O (Dollar b'ks) ['34, c. '22, '27] N. Y., Covici, Friede 1.00
- Hochbaum, Elfrieda** **Tr**  
 Passion and pageant. 78p. il. D [c. '33] Bost., Bruce Humphries bds., 1.50  
 A traveler's prose sketches of Bruges, Berlin, Wolkenstein, Dinkelsbühl and Strasbourg.
- Huddleston, Sisley**  
 War unless—. 288p. D '34 Phil., Lippincott 2.00  
 A well-known international journalist and observer of political and social Europe sounds a warning of the imminent danger of war and suggests what should be done to try to avert it.
- George, Charles**  
 Give me credit; a farce comedy in three acts. 78p. D '33 Minneapolis, Northwestern Press pap., .50
- Gernsback, Hugo and Hertzberg, R., eds.**  
 Official auto-radio service manual. 248p. il., diagrs. F c. '33 N. Y., Gernsback Pub'ns 2.50, loose-leaf
- Gray, Ruth A.**  
 Bibliography of research studies in education 1931-1932. 296p. O (Office of Educ. bull., 1933, no. 6) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .20
- Harmon, Francis Leland**  
 The effects of noise upon certain psychological and physiological processes. 81p. (bibl.) diagrs. O (Archives of psych., no. 147) '33 N. Y., Archives of Psychology, Columbia Univ. pap., 1.25
- Heininger, Arthur Dixon**  
 Christianity and the health of the world. 64p. '33 N. Y., Friendship Press pap., .35
- Historic Westchester 1683-1933; glimpses of county history, by Elisabeth Cushman; Historic sites by**
- Hunt, Peter, pseud.** **Fi**  
 Murder for breakfast; an Alan Miller mystery. 309p. diagrs. D c. N. Y., Vanguard 2.00  
 Alan Miller, Chief of Police in a Connecticut town, solves the case which starts with an unknown voice saying "Murder" over the telephone early one morning.
- Huntington, C. C. and Carlson, Fred A.**  
 The geographic basis of society. 626p. (bibl.) il., maps O '34, c. '33 N. Y., Prentice-Hall 5.00
- Hutchinson, Roy Coryton** **Fi**  
 The unforgotten prisoner. 564p. O [c. '34] N. Y., Farrar & Rinehart 2.75  
 A novel of post-war England, and Germany sinking in starvation and anarchy; of a former English officer and the illegitimate son of his brother and a German woman.
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 Christian marriage; an historical and doctrinal study. 645p. O (Heythrop theological ser.) '33 N. Y., Sheed & Ward 5.00
- Judge, Cyril Bathurst**  
 Elizabethan book-pirates. 208p. (4p. bibl.) il. O (Harvard studies in English v. 8) c. Cambridge, Mass., Harvard 2.50  
 About the printing trade in 16th century England and the extensive book-piracy practiced, especially with psalm-books, ABC's and grammars.
- Kandel, Isaac Leon**  
 The dilemma of democracy [education]. 85p. S (Ingis lecture, 1934) '34 Cambridge, Mass., Harvard 1.00
- Kemmerer, Edwin Walter** **Ec**  
 Kemmerer on money; an elementary discussion of the important facts and underlying principles of the money problems now confronting the American people. 211p. (bibl. footnotes) diagrs. D [c. '33, '34] Phil., Winston 1.50  
 The Walker Professor of International Finance in Princeton University, an outstanding authority on money, has edited and greatly amplified, for this book, his articles which appeared in the New York Sun.
- Keyserling, Eduard Heinrich Nikolaus, graf von**  
 Dumala; Roman; ed. by Theodore B. Hewitt. 181p. (bibl.) front. (por.) D c. N. Y., Crofts 1.35
- Kiener, Sister Mary Aloysi** **Bi**  
 John Henry Newman; the romantic, the friend, the leader; foreword by Rev. John Cavanaugh; introd. by G. K. Chesterton. 533p. (30p. bibl.) il. O '33 c. Bost., Collegiate Press Corp., 603 Boylston St. buck., 5.00, bxd.  
 A biographical study of Cardinal Newman.
- Herbert B. Nichols.** 143p. il., map O [c. '33] [Yonkers, N. Y., Westchester County Publishers, Herald Statesman Bldg.] pap., apply
- How is your stomach?** 100p. T '33 N. Y., Rational Living, Box 4, Sta. M. pap., .20
- Individual and collective bargaining under the N. I. R. A.; a statistical study of present practice, November, 1933.** 46p. O '33 c. N. Y., Nat'l Industrial Conf. B'd pap., 1.00
- James, Clifford L.**  
 An outline of the principles of economics. 263p. (bibls.) diagrs. O (College outline ser.) [c. '34] N. Y., Barnes & Noble pap., .75
- Johnson, Mary T.**  
 Pinched; a one-act play for junior high schools. 18p. S '33 Minneapolis, Northwestern Press pap., .35  
 Toads or pearls; a one-act play for junior high schools. 18p. D '33 Minneapolis, Northwestern Press pap., .35



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*Orient and Occident.* 147p. (3p. bibl.) D [c. '34] N. Y., John Day 1.75  
A discussion of the recent changes in the relations of Orient and Occident, due to the Europeanization of the East since the World War, and of the significance of these changes.

**Kovacs, Richard, M.D.**

*Nature, M.D.; healing forces of heat, water, light, electricity and exercise.* 187p. il., diagrs. D (Appleton popular health ser.) c. N. Y., Appleton-Century 2.00  
An explanation for the layman of the facts of physical therapy.

**Laing, Alexander Kinnan, ed.**

*The cadaver of Gideon Wyck; front. by Lynd Ward.* 384p. D c. N. Y., Farrar & Rinehart 2.00  
A gruesome story of horror, written originally by a medical student.

**Landers, Olive Richards**

*The modern hand book for girls.* 408p. (bibls.) il., diagrs. D [c. '33] N. Y., Greenberg 1.00  
Practical advice and information for young girls on physical and cultural problems, personality development, social etiquette, entertaining, etc.

**Laver, James**

*Ladies' mistakes.* 73p. O c. N. Y., Knopf 2.00  
Three narrative poems of modern manners, written in the style of Alexander Pope.

**Lee, Cuthbert**

*Personal trust administration; manual for banks and trust companies.* 311p. O '34 Cambridge, Mass., Bankers Pub. Co., 475 Main St. 5.00

**Longus**

*Daphnis and Chloe; tr. by George Moore; il. by Ruth Reeves.* 160p. O '34 N. Y., Lim. Eds. Club 10.00, to members

**Low, David Morrice**

*Twice shy.* 370p. D [c. '34] N. Y., Harcourt 2.50  
A light-hearted novel about the affairs and foibles of the foreign colony on the Italian Riviera.

**Lyon, Leverett S.**

*The economics of free deals.* 212p. D (Inst. of Economics ser. no. 53) '33 Wash., D. C., Brookings Inst. 1.50

**McCulloch, J. H.**

*Gymnastics, tumbling and pyramids; introd. by Jesse Feiring Williams, M.D.* 177p. il. D c. Phil., Saunders 2.00  
Concise directions for learning tumbling, the use of the horse, bars and flying rings, and forming pyramids. Many diagrammatic illustrations.

**McMurtrie, Douglas Crawford**

*The golden book; the story of fine books and bookmaking—past and present.* 424p. (bibl. notes) il. O (Dollar b'ks) ['34, c. '27] N. Y., Covici, Friede 1.00

**McPharlin, Paul, ed**

*Puppetry; a yearbook of puppets and marionettes,*

1933. 115p. (bibls.) il., diagrs. obl. Tt c. '33 Birmingham, Mich., Editor, 155 Wimbeldon Dr. pap., 1.50

A review of the puppet year in America, other articles about puppets, a list of producers in America, and illustrations from puppet-productions.

**Malburn, William P.**

*What happened to our banks.* 205p. D [c. '34] Ind., Bobbs-Merrill 1.50

Explaining how, five times in our history, the banks, ignoring sound principles of commercial banking, have caused losses to their depositors.

**Malot, Hector Henri**

*Perrine, d'après En famille; adapted and ed. by Louise C. Seibert.* 231p. il., map D (Chicago French ser.) [c. '34] Chic., Univ. of Chic. Press 1.15

**Mann, Edward Beverly**

*Stampede.* 299p. D c. N. Y., Morrow 2.00  
A western romance in which Tom Storm tried to end the troubles of the Crazy S ranch.

**Marshall, Edison**

*Forlorn Island.* 282p. D (Copyright fiction) [c. '32] N. Y., [Burt] .75

**Martin, Mrs. Helen Reimensnyder**

*The whip hand.* 315p. D c. N. Y., Dodd, Mead 2.00

Many of the author's favorite Pennsylvania Dutch types appear in this story of a girl of eighteen who falls in love with her guardian.

**Mathews, Basil Joseph**

*World tides in the Far East.* 190p. (4p. bibl.) maps D [c. '34] N. Y., Friendship Press 1.00; pap., .60

An analysis of the dangers that threaten China and Japan and the peace of the world through the growing forces of communism, nationalism and mechanism.

**Melton, Sparks White, D.D.**

*Will he find faith?* 143p. D [c. '34] Nashville, [S.S. B'd of So. Bapt. Convention] 1.25  
A collection of short devotional and inspirational addresses.

**Meyer, Adolph E.**

*Modern European educators and their work.* 241p. (bibl.) il. D '34 N. Y., Prentice-Hall 2.50

**Mitchell, Gladys**

*Death in the wet.* 312p. D c. Phil., Macrae-Smith 2.00

Calma Ferris was a particularly retiring and colorless teacher in an English school, but, as Mrs. Bradley discovered, when she investigated her death, many people had motives for murdering her.

**Morrow, Mrs. Honoré McCue Willsie**

*The last full measure.* 348p. D (Copyright fiction) [c. '30] N. Y., [Burt] .75

**Naismith, Grace**

*Hagar's child.* 320p. D [c. '34] N. Y., Macaulay 2.00

A modern story suggested by the incident in the Bible about Hagar, who bore a child for Sarai and her husband Abram.

**Leighly, John B.**

*Marquesan meteorology; notes on the meteorologic observations made in the Marquesas Islands by the Pacific Entomological Survey during the years 1929-1932.* 25p. (bibl. footnotes) map, diagrs. O (Univ. of Cal. pub'ns in geog., v. 6, no. 4) '33 Berkeley, Univ. of Cal. Press pap., apply

*Manhattan, first city in America; a picture map of New York old and new.* map (col.) c. '33 N. Y., S. M. Stanley Co., 18 E. 48th St. 2.00

*Mental health (how to stay healthy mentally—how to prevent mental disease—what is mind disturbance?—sex and mind—mental health and married life—examples from life).* 154p. T [c. '34] N. Y., Rational Living, Box 4 Sta. M pap., .40

**Myers, Bill**

*Finding happiness, and other poems.* 68p. D '33 Los Angeles, Wetzel pap., .50

*Naval expenditures 1933.* 344p. Q '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

- Noguchi, Yone** Ar  
The Ukijoye primitives; lim. ed. 211p. il (pt. col.) Q '33 N. Y., E. Weyhe 15.00, portfolio
- Norvell, Claudia W.**  
Texas [history of Hasainai Indians]. 80p. map S '34 Dallas, Southwest Press 1.00
- Oxford and Asquith, Margot Tennant, countess of** Bi  
More or less about myself. 330p. il. (pors.) O [c. '34] N. Y., Dutton 4.00  
Reminiscences of Margot Asquith, who, as a member of the nobility and as the wife of Herbert Asquith, former British Prime Minister, has known many social and political celebrities of England.
- Packard, Frank Lucius** Fi  
The hidden door. 308p. D (Copyright fiction) [c. '32, '33] N. Y., Burt .75
- Procopius of Caesarea** ★Hi  
Secret history of Procopius; tr. from the Greek by Richard Atwater. 286p. front. O (Dollar b'ks) [34, c. '27] N. Y., Covici, Friede 1.00
- Ravel, Judith and Brentano, Lowell** Fi  
The storm blows over. 309p. D [c. '34] N. Y., Covici, Friede 2.00  
When a lovely and seductive lady, Varvara Philipovna, boards the S.S. Nordland, bound West from Shanghai, her effect upon the passengers and officers is devastating.
- Read, Herbert Edward** Ar  
Art now; an introduction to the theory of modern painting and sculpture. 272p. il. D [34] N. Y., Harcourt 3.75  
An explanation of the aesthetics of modern art, which the author, sometime professor of fine art in the University of Edinburgh, divides into four groups. There are 128 reproductions of modern works of art in the book.
- Reynolds, Andrew J.** Re  
Jesus of Nazareth, "the Prince of Life." 399p. O [c. '33] Denver, Fowler, Metzger, Aley & Co., 1512 Stout St. 3.00
- Outhit, Marion Currie**  
A study of the resemblance of parents and children in general intelligence. 60p. (bibl.) diags. O (Archives of psych., no. 149) '33 N. Y., Archives of Psychology, Columbia Univ. pap., 1.00
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The end of our era. 17p. D (New tracts for new times, no. 2) [c. '34] Milwaukee, Morehouse pap., .10
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Venezuelan prose fiction. 296p. (8p. bibl.) D '33 c. N. Y., Instituto de las Españas, Columbia Univ., 435 W. 117th St. pap., apply
- Reynolds, Helen Wilkinson**  
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- [Russ, Marie]**  
Courageous living in times of crisis [practical religion]. 84p. D [c. '33] N. Y., Womans Press pap., .50
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- Sex and health.** 72p. T '33 N. Y., Rational Living, Box 4, Sta. M pap., .20
- A composite biography of Jesus, with marginal references to the four Gospel versions. There is also a subject index.
- Reznikoff, Charles** Po  
Jerusalem the golden. 33p. D [c. '34] N. Y., Objectivist Press, 10 W. 36th St. 1.00
- Testimony; introd. by Kenneth Burke. 87p. D [c. '34] N. Y., Objectivist Press, 10 W. 36th St. 1.00
- Narratives and anecdotes which the author retells from material found in old volumes of law reports. These two volumes are among the first publications of an organization of writers who are publishing their own work and that of other writers whose work they think ought to be read. See also *Williams, W. C.*
- Robins, Mrs. Denise** Fi  
The boundary line. 320p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- Love's victory. 311p. D '33 N. Y., Watt 2.00
- Robinson, C. E.**  
Everyday life in ancient Greece. 159p. il., maps D '33 [N Y.], Oxford 1.50  
An informal account of Greek civilization, fully illustrated. A companion volume to "Everyday Life in Rome" by Treble and King.
- Ropes, Bradford** Fi  
Go into your dance. 316p. D [c. '34] N. Y., King 2.00  
A novel about the theatrical world and about Ted Howard, whose aim was to be one of Broadway's great producers.
- Russell, Mable and Wilson, Elsie Pearl**  
Art training through home problems; ed. by William G. Whitford. 214p. (bibl.) il. (pt. col.), diags. O [34, c. '33] Peoria, Ill., Manual Arts Press 2.85  
How everyday problems of modern homemaking and dress may be used in teaching the principles of art.
- Rutherford, James H., ed.** Po  
Eminent American poets. 256p. il. O [c. '33] N. Y., Empire Pub. Co., 551-5th Ave. 2.50  
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- Sex life and marriage.** 80p. T '33 N. Y., Rational Living, Box 4, Sta. M pap., .20
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- Soifer, Margaret K.**  
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The marriage of Francis Arden, and other one-act plays. 112p. D '34 Dallas, Southwest Press 1.50
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Gunsmoke. 254p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- Sellers, Leila** Hi  
Charleston business on the eve of the American Revolution. 270p. (9p. bibl.) O c. Chapel Hill, Univ. of N. C. Press 2.50  
A detailed description of the business methods used in the important port of Charleston, S. C., before the Revolution.
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Two young New York couples exchange mates—and then begin to wonder.
- Simpson, Henry I.**  
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A roving reporter's trip from Sydney, through the islands of the East to India and Afghanistan, in search of unusual native customs—voodoo, cannibalism, etc.
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- Smith, Paul Jordan**  
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Originally published by Pascal Covici at \$3.
- Snedecor, George Waddel**  
Calculation and interpretation of analysis of variance and covariance. 96p. (3p. bibl.) D (Ia. State Coll., Div. of Industrial Sci., monograph no. 1) c. Ames, Ia., Collegiate Press lea. cl., 1.00  
Written primarily for research workers, but may also be used for classes in statistics.
- Spinden, Herbert Joseph, tr.** Po  
Songs of the Tewa [lim. ed.]. 125p. (bibl. notes) Q [c. '33] [N. Y., Exposition of Indian Tribal Arts, 850 Lexington Ave.] bds., 3.00  
A collection of Indian ceremonial poems, chants and invocations, and an essay on American Indian poetry.
- Sterrett, Frances Roberta** Fi  
Years of achievement. 320p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- Stroebe, Lilian Luire and Hofrichter, Ruth J., eds.**  
Leicht und neu; vier Erzählungen für Anfänger. 229p. map D c. N. Y., Crofts 1.35
- Thomas, Albert Ellsworth** Dr  
Uncle Tom's cabin; rev. version based upon the dramatization by George L. Aiken of the novel by Harriet Beecher Stowe. 94p. front. (por.) D c. N. Y., Appleton-Century 1.00
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A study of the nature and extent of contemporary international organization.
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Eve's problem was a home and husband versus her good job in an advertising office.
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Old Miss Fannie Bristow, last of the many Bristow sisters, was found murdered in the old New York family mansion, and she left \$100,000,000 in a curious will.
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The romance of Deborah, who had been brought up in quiet seclusion and was suddenly thrown in contact with a lively group of young moderns.
- Williams, Charles** Bi  
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A biography of Francis Bacon.
- Williams, William Carlos** Po  
Collected poems, 1921-1931; preface by Wallace Stevens. 142p. D c. N. Y., Objectivist Press, 10 W. 36th St. 2.00
- Wingfield-Stratford, Esmé Cecil** Hi  
The Victorian aftermath. 410p. (bibl. footnotes) O c. N. Y., Morrow 3.50  
The pre-war Edwardian era is described in the concluding volume of the author's trilogy, a study of England's Victorian age.
- Woolbert, Charles Henry and Nelson, Severina Elaine**  
The art of interpretative speech; principles and practices of effective reading; rev. ed. 552p. D '34, c. '27, '34 N. Y., Crofts 2.50

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 Matthews.  
 Useful Data. Kalman Steel Corporation.  
 Henri. Trifles From My Portfolio.

**Brooklyn Museum, Eastern P'kway, Brooklyn, N.Y.**  
 Art News. Dec. 9., 1933.

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 Green's Short History of the English People. 4  
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 Britannica. 13th or 14th ed.  
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 Luntz. History of England.  
 Life of James Drennan or 40 Years on the Old Frontier.  
 Law Dictionary. Used copy.  
 Utopia. Thomas More.  
 Library of Literary Criticism. 1904.

H. C. Capwell Co., Book Dept., Oakland, Calif.  
 Drygoodsman Handy Dictionary Compilation.  
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 Lakeside Classics. 1903, 1904, 1908, 1924,  
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 Longstreet. From Manassas to Appomattox.  
 Lee, Fitzhugh. General Lee. Appleton.  
 Shute. Plumpy, the Real Boy.  
 Pertwee. Fish Are Such Liars.  
 Smith. Game of Go. Moffat. 1908.  
 Zeller. Stoics, Epicureans and Sceptics.  
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 Hemingway, Ernest. 3 Stories, 10 Poems. Dijon.  
 1923.  
 Hemmelblau. Accounting Course. 6 vols. Ronald  
 Press.  
 O. Henry. Four Million; Heart of the West. 1sts.  
 Higginson, Thomas W. Carlyle's Laugh.  
 History of Green Co., N. Y. Beers. Pub. 1884.  
 Hoffding. History of Modern Philosophy. 2 vols.  
 Odyssey. Trans. by W. C. Bryant. 2 vols. Cheap.  
 Cyrano. Trans. by Brian Hooker. 1st edition.  
 Hyde, Douglas. Religious Songs of Connaught.  
 American Book Prices Current. 1929-30, 1, 2.

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 dents of Travel in Egypt and Palestine.  
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 Topographical Review. Spring, 1933.  
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 Frank, T. Economic Hist. of Rome. Johns Hopkins.  
 Barrais. Slavery in the Roman Empire. Dial.  
 1928.  
 Frazer. Golden Bough. 12 vols.  
 Maude Thompson. Intro. Greek & Latin Paleography.  
 Strang, E. Roman Sculpture, Augustus to Constantin. 1907.  
 Shorey. Unity of Plato's Thought. 1903.  
 Mau, A. Pompeii Its Life and Art. Trans. Kelsey.  
 1902.

**Columbia University Library, New York**

American Catalog 1876. Subjects 1895-1900.  
 American Spectator. Vol. 1, No. 1. Nov., 1932.  
 Rag ed.  
 Carman & Hovey. Last Songs from Vagabondia.  
 Dodd. 1901; Songs from Vagabondia.  
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 Cooke, George W. An Historical and Biographical  
 Introduction to Accompany the Dial as Re-  
 printed in Numbers for the Rowfant Club.  
 2 vols. 1902.  
 Fosdick, H. E. Spiritual Values and Eternal Life.  
 Harvard Univ. Pr. 1927.  
 Gaskoin. Alcuin, His Life and His Work. Putnam.  
 Gorki. The Lower Depths. Brentano. 1922.  
 Lesley, S. I. L. Memoir of the Life of Mrs. Annee  
 Jean Lyman. 1876. Privately printed.  
 Cambridge, Mass.  
 Lomax. Cowboy Songs and Other Frontier Ballads.  
 1st ed. 1922. Macmillan.  
 Marquis. Archy's Life of Mehitabel. 1st ed.  
 1933. Doubleday.  
 Moody. Poems and Plays. 2 vols. 1912.  
 Houghton. 1st edition.  
 Nash. Happy Days. 1st ed. 1933. Simon &  
 Schuster.  
 Pike, J. S. The Prostrate State. 1874. Appleton.  
 Political Science Quarterly. Vol. 34, No. 3.  
 Sept., 1919.  
 Reese. Pastures. 1st ed. 1933. Farrar & Rinehart.  
 Teasdale. Strange Victory. 1st ed. 1933.  
 Macmillan.  
 Wason, Robert Alexander. Happy Hawkins.  
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Macmillan 1928—(Giles) Small Maynard  
1920—(Mathley) Stokes 1921—(Gruz)  
Allyn & Bacon 1922—(Jarvis) Harper 1923  
—(Jarvis) Dodd Mead 1925.  
Clark, A H. Home Road.  
Clarke, R. C. History of Willamette Valley, Ore-  
gon. Chicago. 1927.

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Book. 6 copies.  
Conway, A. M. Essay in American Literature.  
N. Y. 1914.  
Cook, A. S. The Bible and English Prose Style.  
Cook's Own Book. Boston. 1837.  
Cooper, J. F. The Spy. 1st ed.  
Corning, A. E. Will Carleton. N. Y. 1917.  
Corwin. Doctrine of Judicial Review, etc.  
Coverte, R. Travels of Capt. Robert Coverte.  
Edited by Penrose. Phila. 1931.  
Cox, Palmer. The Brownies, Their Book. 1st ed.  
1887.  
Crane. Little Sermons.  
Croce, B. Ariosto, Shakespeare and Corneille.  
Ainslee's trans.  
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Emperor Hadrian.  
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Hist. Mag. . . . 3rd series, May and June, 1875,  
and Extra No. 6. Boston.  
Hist. of Stanislaus County. . . . Los Angeles. 1921.  
Hogarth, W. Works. Elephant 4to, with lock.  
Hunt's Merchants Mag. . . . Vol. 53, Nos. 1-5;  
vols. 55-56, 59-63, incl. 1851-1870.  
Hutton, Lawrence. Plays and Players; Curiosities  
of the American Stage. 1891. N. Y. 1st eds.  
Illinois University Studies, Social Sciences. Vols.  
1, no. 3; 2, no. 4; 3, no. 3; 7, nos. 3-4;  
8, nos. 1-4; 9, nos. 1-3; 11, nos. 1-2.  
Urbana. 1912. Vol. 5, no. 3.  
Irving, Washington. Diary of. . . . Spain ed.  
Clara Louisa Penney. New York. 1926.  
Jesse. Notes by Lady Louisa Stuart.  
Kaye-Smith, S. Summer Holiday.  
Langdon-Davies. Short History of Women.  
Lea, John H. The Lea Genealogy.  
Lingelbach, W., ed. Merchant Adventures of  
England. . . . Philadelphia. 1908.  
Literary Mag. & American Register. Vols. 2-8.  
Ed. C. B. Brown. Philadelphia. 1805-08.  
7 vols.  
Louisiana Historical Quarterly. Vol. 2, no. 4;  
vol. 3 no. 1. New Orleans.  
Louisiana Hist. Society. Vols. 1, 2, pts. 1-3, 3-  
10 incl. New Orleans. 1895-1917.  
Lowrie, Walter. Fifty Years of St. Paul's Amer-  
ican Church, Rome.  
Macon, J. Louis Agassiz.  
May, Sophie. Flaxie Frizzle; Flaxie's Doctor Papa;  
Flaxie's Little Pitchers.  
McFarlane, A. Lectures on Ten British Physicists.  
McGill Univ. Publications. Series 6, no. 3.  
Montreal. 1910.  
Mearson. The French, They Are a Funny Race.  
Michigan Hist. Commission. Univ. series. Vol. 5,  
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Voyages and Discoveries in South Seas. Fanning.  
Compton's Pictured Encyclopedia.  
Conn. Windham County Business Directory. 1861.  
Conn. History of Cromwell. Dudley. 1880.  
Conn. History of Harrington. Chipman. 1860.  
Conn. Historical Sketch First Congl. Church &  
Town Brookfield. Hawley. 1907.  
Conn. Biographical Sketches Ellington Families.  
Crane. 1889.  
Conn. Gossip About Country Parish of Hill and  
People. Goodenough.

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Conemaugh Valley History. T. J. Chapman.  
Bailey, E. L. Hist. of Abingdon Baptist Assn.  
Sayre Genealogy.

Fink. Gardening With Brains.  
Reading. Memorials of Reading, Howell, Yerkes,  
Watts, etc. Phila. 1898.

Magazines: Lippincott's, Aug., 1887; Atlantic  
Monthly, Dec., 1902; Dial, Jan. 16, 1900;  
Outlook, Jan. 9, 1924; McClure, Nov., 1906,  
Vol. 28.

Orientalia, Inc., 59 Bank St., New York  
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**Preston & Rounds Co., 49 Exchange Pl., Providence**  
 American Ephemeris and Nautical Almanac. Cloth. 1930-1932.

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 James, Henry. Most Unholy Trade. Cambridge. 1923; Master Eustace. New York. 1920.

**Princeton, N. J., University Library—Continued**  
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 Carver, T. N. Theory of Wages. Boston. 1894.  
 Ingle, E. Southern Sidelights. New York. 1896.  
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 Natl. Geog'y Mag. Jan., Feb., March, May, 1905.

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El libro de los Cantares de Enrique Heine, traducido por Perez Bonalde, impreso. Appleton and Co., New York.  
 Catalogue de Timbres-fircaux, par Forbin. Amiens, France. 1915.

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 Flying Officers of the U. S. Navy. Pub. by National Capital Press.

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Colorado Magazine for August, 1928.

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 Wilkinson, James. Memoirs. 1816. Vol. 3.  
 Newspaper. Aurora. Dec. 1 and 2, 1806.  
 Davies, J. H. View of President's Conduct. 1806.  
 Burr, Aaron. Pamphlets, letters, maps or unpublished material.  
 Todd, C. B. Hist. of Burr Family. 4th ed. 1902.

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 Book of the Dead. Tr. E. A. Wallis Budge. Putnam. 1913.  
 Mystery Men of Wall Street. Sparling. Blue Ribbon ed. 5 copies.

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 Beveridge. Life of Marshall.  
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 National Geographic Magazines for April, 1930.

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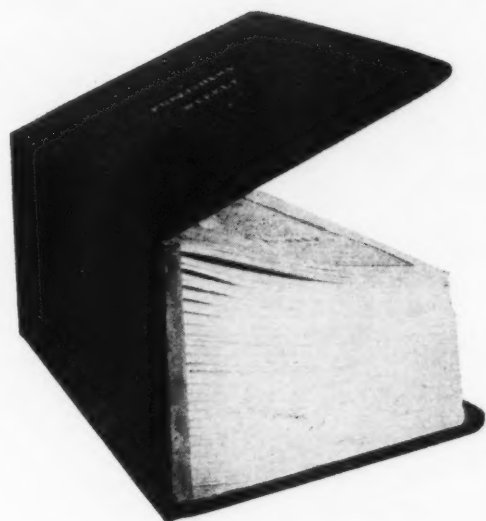
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